IDG World Update
Index - 1990

January 1

All units	Decade in review

January 8

WEC	PC World Forum preview
IDG/Denmark	Recent publishing of *CW, PC/Lan World*
N W W	EDI Award
N W W	"Fund for the Homeless" fundraising
IDGC/P	Staff awards at Christmas party
IDG/Canada	Mark Stirling to Canadian Business Press board

January 15

IDG Books	IDG Books launched
N W W	Network Management Solutions '90 announcement
CW Argentina	Spotlight
N W W	"Ten-Trends" series

February 12

CMG	ComNet '90 review
MAC	Acquisition of *Macworld Hands On*/Mindcraft products
N W W	Fastest-growing newsweekly in '89
ITI	ITI Seeks LAN Environment
DN	New staff appointments
PCW	Best cover award

February 19

IDG	Chairman's Awards for international managers
IDG	Preview to Computerbowl II
LINK	Acquisition Advisory Service
MAC	1st Macworld International Summit
IDG	Donation to AIDS fundraiser at Hard Rock Cafe in Boston
MAC/GP	*Macworld* and *GamePro* receive cover awards
IDG	Kathy Dineen appointed IDG Research Services president
CMG	ComNet/West '91 announcement
IDG	IDG Food Drive in Framingham

February 26

CMG	ComNet '90 Biggest Show in History
IDG	Pat McGovern gets good press in Finland
IW	*InfoWorld* gets Addy Award
IDG/USSR	*Manager* to be launched
CW	Glenn Rifkin/CW help unemployed woman find job

March 5

IDG/India	*Computers & Comm.* sponsors press tour/Dave Hill goes'
CMG	MACWORLD Expo/Toronto '90 announced
N W W	Network Management Solutions '90 on WAN/LAN
IDGC/P	IDGC/P helps foreign pubs with single copy sales
CIO	CIO sponsors first conference
IDG	IDG Chairman's Report - 1st quarter

March 12

IDGC/P	IDGC/P Acquires *Sun Tech Journal*
IW	IW's Steve Rees promotes CompuMentor program
IDG/Australia	*Information Decisions* to be launced
CW/Hong Kong	IDG Denmark's Mads Christensen visits CW/HK staff

March 19

IDG	Second annual Publishing Institute review
FCW	FCW's first Readers ' Choice Awards winners
IDG/Switz	CW Switzerland to launch *Macworld Schweiz*
IDG/Denmark	CW *Denmark* reader in Greenland photo
N W W	Gary Beach/Enterprise Networking" photo a la Star Trek
IDG	Test Your Copyright I.Q.

March 26

IDG	IDG managers' Asia/Pacific meeting in Hong Kong
IDG/France	New format for *Le Monde Informatique*
MAC	*Macworld* beats Ziff in "Jeopardy"
IDG	Infamous St. Patrick's Day swig in Hong Kong
IDG	CBC class
IDG	Sidebar about prescriptions

April 2

MAC	*Macworld* sets IDG publishing record
IDG	International Editors Meeting/Amsterdam
IDG/Australia	IDG Australia sponsors product awards at show
CMG	To sponsor October CD-ROM show

April 9

IDG	1990 Hannover Fair (much info on IDG Germany)
WE	PCWorld Forum Moscow coming up in July
MAC	*Macworld* joins with Quantum for Macworld Online
IDG	Employee Referral Bonus Program

April 16	Special Earth Day Issue
IDG	Intervew with IDG's paper buyer Employee-initiated recycling projects International Environment Group
FCW	FCW hosts Federal 100 awards banquet
IDG	IDG/Ziff join forces for AIDS walk fundraiser
IDG	Dave Hill as News Group president
April 23	
ICE	Soviets to launch *Manager*
IDG/P	*Portable Computing* to select product awards
IDG/Germany	Employee sends computer know-how to Eastern Europe
MAC	*M'world* ed changes; Ushijima to do pub in Japan
IDG/France	Darwin documentation system
April 30	
IDG China & Taiwan	Joint advertising venture for *China CW, PCW Taiwan* for *PCW China*
NWW	Announcement about *Global Networks*
FCW & IDC/W	*FCW* and IDC collaborate on Fed Systems '90 conference
NWW	Network Management Solutions '90
IDG/Taiwan	IDG Austria's Christian Klezl conducts presentation on Eastern Europe for Taiwanese execs
IDG/Venez.	5th Anniversary of CW Venezuela
May 7	
IDG	Computer Bowl II
NWW	Karen Wallace directs fundraiser for cancer patient
MAC	Jim Martin proposed tree planting program
IDG	IDG Corporate Profile - 1st quarter
IDG/Australia	5th anniversary of *Australian Macworld*
IDG	Test your computer industry I.Q. (Computer Bowl Q&A)
May 14	
IDG	*CW Czechoslovakia* Announced
NWW	Gary Beach hosts video on industry trends at Supercomm
IDG/France	*InfoPC* and French publisher launch book series
IDC/Australia	IDC Australia acquires rights to two research programs
Publish	New *Publish* design
IDG	10th anniversaries: Jonna Yager, John Dix, Ed Scannell
MAC	Macworld EXPO in San Francisco

May 21	
IDG	(Special issue) Report of the U.S. Strategic Planning Mtg.
May 28	
IW	Jonathan Sacks appointed pub/pres of *InfoWorld*
DN	*Digital NEWS* outsells rival in ad pages for first time
IDG/NZ	*Computer Listings* becomes NZ's largest circ bus pub.
IDG	Alan Colmenares, *InfoWorld*, gets Fluegelman internship
IDC	IDC to host PC Distribution Channels Conference
IDGC/P	*inCider/A+* staff to also product *PCGames*
IDG	AIDS walk announcement
IW	*InfoWorld* runs Windows special edition
IDG	IDG enters into partnership with ExecuTrain
CMG	Portable Computing and Communications show in Calif.
IDGC/P	*SunTech Journal* published at IDGC/P
June 4	
PCW ~~IW~~, DN	Pat Kenealy CEO at ~~IW~~ placed, Dave Egan pub at *DN*
MAC	Macworld EXPO debuts in New Zealand
MAC	IDG acquires rights to Macworld trademark
IDG	10th anniversary for Harriet Brody
IDGC/P	IDGC/P creates Human Resources Advisory Council
WEC	World Expo plans Network Computing Forum '91
June 11	BEGINNING OF NEW FORMAT
MAC	Macworld's July issue on computer health hazards
IDG	IDG raises $60,000 for AIDS benefit
IDG	Ask Pat
IDG	Spotlight: IDG News Group
IDG	Do-ers Profile: Dave Hill
June 18	
IDG	McGovern signs contract for *CW Poland*
CIO	*CIO* Selected for design award
CW	CW Smithsonian Awards to be held
IDG	Ask Walter
WEC	CD-ROM Expo set for October
IDG	Olga Greenwood top fundraiser for AIDS walk
PCW	PC World acquires PCResource subscribers
IDG	Off-line

June 25

IDG/Switz	5th anniversary for *CW Schweiz*
IDGC/P	Portable Computing offers FAX-IT-BACK service
IDG	Ask Axel
WEC	Preview to PC World Forum Moscow
IDG	Corporate Star Program nomination requests
IDG	*CW Czechoslovakia* Hits Newsstands
IDC	New IDC Reports
IDG/Korea	*CW Korea* concludes first year
NWW	Network World staff's mini-golf outing
IDG	Did You Know?

July 2

CW	Presentation of CW Smithsonian awards
IDG	Ask Bill
IDG	Chairman's Report - Second Quarter FY90
IDG	License agreement signed with Philippines
IDG/Taiwan	*PC World Taiwan*, *CW Taiwan* produce largest issues
IDG/Taiwan	IDG Taiwan ads promote IDG's global strengths
IDG/Taiwan	Do-er's Profile: Arthur Lin

July 9

IDG	Plans for new E-mail system complete
MAC	Record Crowds at Macworld EXPO Asia/Singapore
IDG	Ask Walter
IDC	Gisela Wilson, Jay Bretzman win James Peacock Award
IDG	10th anniversary: Robin Silverman
TISC	IDC transfers four user products/services to TISC
IDG	Off line

July 16

WEC	World Expo Corp. reorganizes
IDG	Ask Pat
IDC/W, FCW	IDC Washington, *FCW* collaborate on conference
DN	*Digital NEWS* banner above Fenway Park, DEXPO
ITI	ITI launches *inSite* newsletter
IDG	10th anniversary: Cindy Delaney
IDG	Did You Know?

July 23

IDG	List Services Unveils New Products
IDG	Computer viruses - focus on WDEF
IDG	Ask Axel
IDG	IDGHQ honors AIDS fundraising team
IDG	Photo Calendar Contest announcement
ITI	Do-ers Profile: Paula Marcotte (ITI)

July 30

WEC/CW	Bill Laberis article on PC World Forum Moscow
IDC	New reports from IDC Hungary and IDC Germany
IDG	Ask Bill
CW	Computerworld summer party, golf tournament
IDG/Netherlands	Pat McGovern visits CW Netherlands booth at Macworld
IDG	Focus on Scores virus
IDG	Off line

August 6

NWW	Prelim look at *Global Networks*
WEC	Wrap up of PC World Forum Moscow
IDG	Ask Pat
CW	*CW Direct*: new marketing for info system advertisers
MAC	*Macworld* challenges *MacUser* to subscriber survey
IDG	Photo Calendar Contest
IDG	Spotlight: List Services
IDG	Off line

August 11

IW	*InfoWorld* unveils seal of approval
IDGC/P	*inCider/A+* adds Apple guide subscribers file
IDG	Focus on MDEF virus
IDG	Ask Walter
IDG	IDC UK, IDC F'ham, IDG F'ham re charitable causes
IDG	Corporate HR to make IDG Benefits Video
IDC	IDC Scandanavia briefs IDG sales reps about IDC forecasts
IDG/France	Do-ers Profile: Gerard Adamis

August 20

FCW	*FCW* launches first white paper
IDG/Norway	Redesign of *CW Norge*
IDG	Ask Axel
MAC	48,000 attendees flock to Macworld EXPO/Boston
CW	Future *CW USSR* publisher visits *CW* Framingham
IDG	Did You Know?

August 27

IDG	IDGHQ moves into Boston office
ITI	Paul Earl becomes CEO of ITI, Rick Clark named president
NWW	NWW circulation to double in '91
IDC Germany	IDC Germany plans PC conference in Berlin
IDG	Ask Bill
WEC	World Expo prepares for Comnet/Korea
IDG	Off line

September 3

CW	The making of *Computerworld*'s Japan supplement
IDG	Ask Pat
IDG	IDG runners in Boston's Manufactuers Hanover race
IDG	Plans underway for *CW U.S.S.R.*
PCW	*PC World* appoints Rich Marino associate publisher
IDG	IDGHQ: One week after the move
FCW	FCW produces Federal PC supplement
IDG/Japan	Do-ers Profile: Shuko Goto (IDG Japan)

September 10

IDG Books	IDG Books Worldwide goes to press
IDGC/P	John Barry co-authors book about Sun Microsystems
IDG	Ask Walter
IDG	IDG enters Turkish market with weekly newspaper
MAC	Interview with David Ushijima re Macworld EXPO, pub.
IDG	Off line

September 17

IDG/UK	IDG U.K. to have big presence at major computing show
IDG	IDG Communications Research enhances Adscope
NWW	*NWW* and Networking Employment Solutions team up
IDG	Ask Axel
IDGC/P	Portable Computing show update, new staff members
IDG/Switz.	Redesign of *CW Schweiz*
NWW	*NWW* sponsors ENNE Awards
IDG	IDG Corporate Staff winners
DN	*Digital NEWS* gets art award
IDG	Off line

September 24

ISG	IDC/Washington becomes Information Strategies Group
MAC	Article on how the Mac helps people with disabilities
IDG	Ask Kelly Conlin
Publish	5th anniversary for *Publish*
IDG	News Group to begin PR Service
CIO	New definitions for computer-industry buzzwords
PCW	Do-ers Profile: Wally Clegg (PCW holding co.)

October 1

MAC	*Macworld* buys *Macintosh Buyer's Guide*
IDG	IDG now in Philippines; buys *PC Digest*
IDG	Ask Bill
WEC	Comnet/Korea awarded sponsorship by Korean authority
WEC	WEC Australia presents Pacific Rim show
MAC	Four Macworld finalists for Tech. Comm. awards
IDG	Off line

October 8

IDG	Photo Calendar Contest winners chosen
IDG	New Email system running
IDG/Germany	Fire at IDG Germany office
IDG	Spotlight: Atlanta sales office
FCW	*Federal Computer Week* hosts dinner cruise
IDG/Germany	10th anniversaries for five IDG Germany employees
IDG	Off line

October 15

IDG	Preview of *NeXTWORLD*
IDGC/P	*GamePro* launches Hot Tips Hotline
IDG	Ask Walter
FCW	*FCW* uses football-based ad campaign
IDGC/P	*Portable Computing* to change name to *Portable Office*
CW	*CW* publishes *CW Premier 100*
IDG	10th anniversary: Steve Woit (*FCW*)
IDG/Spain	Do-ers Profile: Valerie Shanks (IDG Spain)

October 22

IEG	Internat'l Environment Group publishes *Ecologue*
IDG	English classes at IDG Germany, France, High Tech(China)
IDG	Ask Marion Kibbee
WEC	CD-ROM show in Boston
MAC	*Columbia Journalism Review* praises *Macworld*
IDG	Advertisers laud IDG's market timing, positioning
IDC/Australia	IDC Australia staff in road race
IDC	Neil Osipuk climbs Mt. Kilimanjaro for charity
IDG	Off line

October 29	Special Research Issue
IDC France	Thierry Dumont appointed new director
IW	InfoWorld Test Center's three steps to product reviews
IDC	Top 10 client questions
IDC	Ask Axel
ITI	Overview of Installed Technology Internat'l
ITI	Spotlight: ITI U.K.
IDG	*IDG World Update* Reader Survey
WEC	Questionnaires part of life at World Expo
IDC/Hong Kong	IDC Asia, Hong Kong merge into IDC China/Hong Kong
LINK	Recent projects at LINK Resources
IDG/Germany	IDG Germany sponsors Computer Cup in tennis

November 5	
MAC	*Macworld* staff explores Macworld Grove area
CW	*Computerworld* clinches two Ozzie Awards
IDG	Ask Bill
TISC	Overview of TISC
IDG Books	Gift ideas from IDG Books
MAC	*Macworld* produces CD-ROM
IDGC/P	*inCider/A+* to cover Apple II and Mac markets
IDG	Human resources reps hold strategy meeting
IDG/Australia	Do-er's Profile: Gary Clark

November 12	
IW	PC BuyerBase to debut at Comdex
IDGC/P	Teenage hackers arested in Peterborough case
List Services	List Services has distinctive marketing package
IDG	Ask Pat
IDG/Germany	Career Center returns to Germany's Systec '90
IDG/UK, IMS	Richard Soule new IMS pres., Terry Chellew at IDG/UK
IDC	Findings from graphics user audit published by IDC
NWW	NWW ad pages at all time high
WEC	14th Communication Networks set for January
IDG	Off line winners

November 19

IDG	Worldwide managers meeting, La Quinta, Calif.
IDG	Chairman's award winners
GN	*Global Networks* staff interviewed for video about risk
IDG/Norway	Morten Hansen wins 1990 Chairman's Cup
IDG China	*China Computerworld* celebrates 10th anniversary
IDG/China	Nine *China Computerworld* staffers celebrate 10th
CW	*Computerworld* adds Technology Analysis page
IDGC/P	*Portable Office* to increase circulation
IDG	Off line

November 26

IDGC/P	IDGC/P Launches *ON!* magazine
IDGC/P	Profile on *ON!* publisher Marjorie Costello
IDG Netherlands	IDG Netherlands and virus in complementary disk
IDG	Ask Walter
IDG Japan	*CW Japan* gets readers, editors talking with SISnet
IDG Japan	Data Show yields big results for *CW Japan*
MAC	*Macworld* plants trees at Macworld Grove
CW	*Computerworld* donates computer to child care center
CIO	*CIO* wins Ozzie design award
IDC	IDC sponsors Halloween bike ride
IDC Germany	Do-er's Profile: Hajo Christ

December 3

WEC	World Expo to produce IDC Briefing Sessions
WEC	World Expo to produce Object World in June '91
Finland	Finnish licensee to launch networking publication
IDG	Ask Axel
IDG	IDG dances into the new decade at Comdex party
CIO	Marsha Blumenthal 10th Anniversary
NW/CW	*Network World* challenges *CW* in WEEI homeless charity
IW	Infoworld Test Center discovers Microsoft bugs
IDG	Off line

December 10

IDG	IDG announces global travel program (exchange program)
IDG	Ask Bill
IDG	Joint venture signed with Bulgarian publishing group
WEC	Network Computing Forum to debut in Jan. in WDC.
CW	Computerworld Premier 100 group photo
NWW	User group honors Bob Wallace
NWW	*NWW* announces user excellence awards

December 17

IDG	Year in Review Issue/Do-er's: Donna Kirkey (NWW)

***InfoWorld*, IDG Danmark, IDGC/Peterborough, IDG Hong Kong...**

- PAGE 2

IDG Germany, *Network World*, IDG Austria, *Digital NEWS*...

- PAGE 3

***Computerworld Poland*, *PC Digest*, *NeXTWORLD*, IEG...**

- PAGE 7

IDG *World Update*

YEAR IN REVIEW ISSUE

DECEMBER 17, 1990

IDG Highlights: A Look Back at 1990

January

IDG Denmark keeps pace with growing market; launches *PC/LAN World*.

◆◆◆◆◆

IDG launches IDG Books Worldwide; **Jonathan Sacks** appointed president.

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Network World announces "ten trends" series to spotlight significant issues in networking.

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CW Venezuela celebrates fifth anniversary.

NETWORK WORLD

The Newsweekly of User Networking Strategies

ANI users face software challenge

Northern Tel lays new PBX foundation

Modular, digital Meridian 1 replaces SL-1 and SL-100 families, serves from 30 to 60,000 lines.

Net managers stay one step ahead of inflation

Survey shows pay varies widely by region, industry.

Users rethink corporate net facilities mix

NETLINK

Distributed application tool pays off for Putnam

Network World honored for providing best weekly news coverage of electronic data interchange by EDI, Spread The Word!, a prominent, Dallas-based EDI company.

> **"[The] market for computer books will expand from nearly $600 million worldwide this year to more than $2 billion by the year 2000. Our move into this rapidly expanding market is a logical step for IDG..."**
>
> **- Pat McGovern on the launch of IDG Books Worldwide**

February

WORD DOES WINDOWS! • DOS SURVIVAL GUIDE • ANNUAL INDEX

PC WORLD

EISA

IBM'S FOES SET A NEW PC STANDARD

MICRO CHANNEL CLONES
High in Price, Low in Compatibility

LOTUS'S DREAM UPGRADE?
1-2-3 Release 2.2
Meets Release 3

FAST FAX!
6 Top Boards
Race at 9600 bps

How Metaphor, Next, NewWave
Are Making PCs Fun Again

PC World wins Washington Software Association's Best Magazine Covers Design for 1989.

◆◆◆◆◆

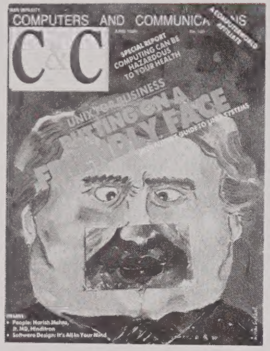
Macworld acquires *Macintosh Hands On*

Program & Buyer's Guide
Taking networking into the '90s

Conference Management Group's Communications '90 in Washington, D.C. breaks all-time attendance record.

February

- FROM PAGE 1


COMPUTERS AND COMMUNICATIONS
C&C
SPECIAL REPORT COMPUTING CAN BE HAZARDOUS TO YOUR HEALTH
UNIX FOR BUSINESS PUTTING ON A FRIENDLY FACE

IDG's publishing partner in India, Media Transasia, sponsors press tour of India to promote its link with IDG.

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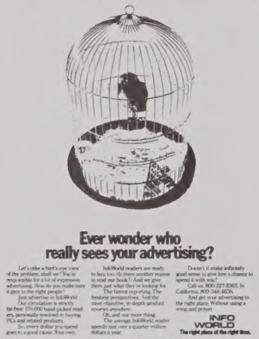
Magazine & Bookseller recognizes *Macworld* and *GamePro* in its annual cover competition.


Ever wonder who really sees your advertising?
INFO WORLD
The right place at the right time.

InfoWorld wins regional Addy Awards for audio/visual sales promotion and black-and-white full-page trade publication ad.

CIO

CIO hosts its first conference, "Information Strategies and the Bottom Line," in California for 350 information executives.

March

Macworld EXPO adds an October appearance in Toronto, Canada to its touring schedule.

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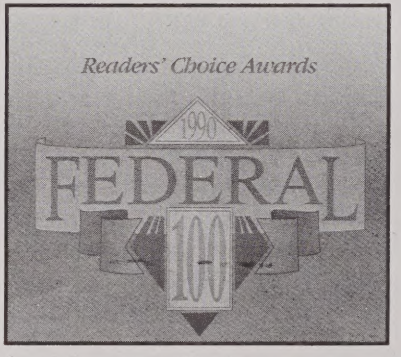
IDG/C Peterborough's single-copy sales department announces plan to market itself as a newsstand sales service bureau to IDG publications outside the U.S.


Readers' Choice Awards
1990
FEDERAL
100

Federal Computer Week announces winners of the first Readers Choice Awards. The recipients were people in the U.S. government systems community honored for their substantial contributions to the development, acquisition or management of information technology.

◆◆◆◆◆

Seventeen senior managers from around the world undergo intensive training at the third annual Publishing Institute held in Wellesley, Mass.

Fifty-eight editors representing 46 publications gather in Amsterdam for International Editors Meeting.

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Pat McGovern signs license agreement with Orbis Publishing for *Computerworld Czechoslovakia.*

◆◆◆◆◆

IDG/C Peterborough acquires *SunTech Journal.*

MOJ MIKRO
avtotehna

IDG signs agreement to jointly produce *Moj Mikro*, Yugoslavia's leading computer publication.

Erfolgsfaktor Mensch
COMPUTERWOCHE

IDG Germany organizes two highly successful events at the Hannover Fair: "East Meets West" forum and, for the fifth year, a Career Center.

> **"It was a great experience to see and work with people from other disciplines. The strength of this company is its people."**
>
> **- Ray Corbin, national sales director at Digital NEWS, on Publishing Institute '90**

April

IDG's dramatic growth projections in Asia revealed as Asia/Pacific managers convene in Hong Kong to compare market information, trade ideas and plan for the future.

IDG
COMMUNICATIONS

IDG Australia sponsors best product awards at the threefold PC '90, Communications '90 and Office Technology '90 show.

Computerworld

This IDG Danmark employee doesn't go anywhere — even to the most deserted and trecherous part of Greenland — without his trusty *Computerworld Danmark*.

Le Monde Informatique unveils new design.

♦♦♦♦♦

Macworld teams up with Quantum Computer Services, Inc. for Macworld Online. Users will be able to access several databases and communicate directly with participating *Macworld* editors.

♦♦♦♦♦

Macworld EXPO/San Francisco plays to a record crowd of over 60,000 attendees.

♦♦♦♦♦

Network World, Inc. plans to launch a new publication, *Global Networks*, targeted to network managers who build networks spanning countries and continents.

♦♦♦♦♦

IDG New Zealand's *Computer Listings* becomes the country's largest circulation business publication.

In its special Earth Day issue, *IDG World Update* looks at IDG's North American paper buying operation and myriad recycling projects at corporate headquarters, IDG Australia, PC World and other business units.

♦♦♦♦♦

China Computerworld and *PC World Taiwan* agree to cooperate in advertising venture for *PC World China*.

♦♦♦♦♦

David Ushijima named president of Macworld Communications Japan.

♦♦♦♦♦

Network World sponsors third annual Network Management Solutions conference in California.

♦♦♦♦♦

IDG Austria's **Christian Klezl** collaborates with IDG Taiwan to brief Taiwanese executives on Eastern European market.

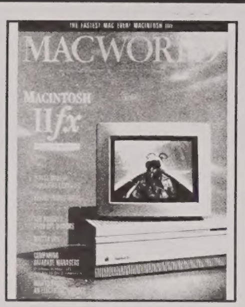
♦♦♦♦♦

DigitalNEWS outperforms competition in monthly ad sales race for first time.

> **"This project, the first of its kind, will not only bring profit but also serve as confirmation that IDG is the only company positioned to help the Taiwanese manufacturers break into a market that has been untouchable for 40 years."**
>
> **- David Chu, managing director, IDG Taiwan, on the effort to produce advertising for *PC World China* between *China Computerworld* and *PC World Taiwan***

May

> **"Technologies will continue to emerge at rates faster than any organization can respond. Organizations must track these breakthroughs in order to anticipate future solutions to unresolved needs."**
>
> **- Robert Deller, vice president of research, ISG**


MACWORLD
Macintosh IIfx

Macworld's May issue sets IDG publishing record for largest issue published to date: 524 pages plus covers.

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Federal Computer Week and IDC Washington [now ISG] collaborate on Federal Systems '90 conference.

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Jonathan Sacks named president and publisher of *InfoWorld* while continuing as president of IDG Books Worldwide.

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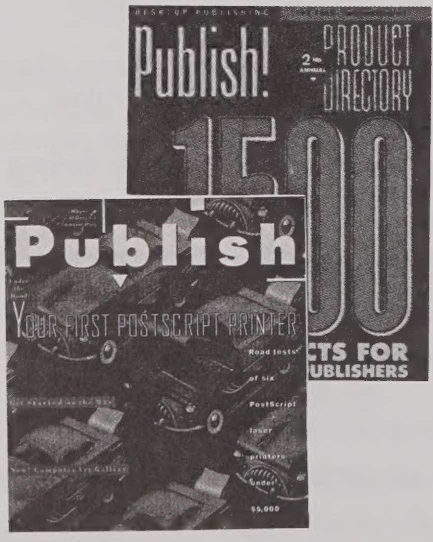
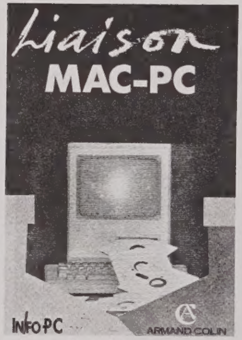
IDC Australia acquires two key research programs, MicroStoreBoard and PriceTrack, previously operated by Compass Research Pty.


Publish!
2nd annual
Product Directory
1500
cts for
ublishers
Publish
Your first PostScript printer

Publish undergoes complete redesign and drops the exclamation point from its title.


Liaison
MAC-PC
InfoPC
ARMAND COLIN

IDG France's *InfoPC* agrees to co-publish microcomputing books with leading French publisher.

◆◆◆◆◆

inCider/A+ takes on production of *PCGames*; **Paul Boule** named group publisher.

◆◆◆◆◆

IDG forges partnership with ExecuTrain, the leading computer training firm in the U.S.

InfoWorld
Windows
Windows 3.0: Worth the Wait
An in-depth profile of Windows 3.0, Microsoft's HOT new graphical environment. How it works, what users think of it, and the products that support it.
INSIDE

InfoWorld runs special edition on Windows; doubles original advertising goal.

Human Resources Advisory Council created at IDG/CPeterborough.

MACWORLD Expo debuts in New Zealand. More than 4,000 attendees flock to sold-out exhibition, double the number expected.

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IDG acquires Macworld trademark from Apple.

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IDG Switzerland launches *Macworld Schweiz*.

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SunTech Journal hits the newsstands as IDG/C Peterborough publication; goes from quarterly to bi-monthly.

◆◆◆◆◆

U.S. Strategic Planning Meeting unveils clear vision on how IDG can capitalize on changes in the information technology industry during the 1990s.

June

Changes at *Digital NEWS*: publisher **Pat Kenealy** appointed president/CEO of *PC World*; associate publisher **David Egan** named *Digital NEWS* publisher.

◆◆◆◆◆

Roberto Masiero named president of IDC Europe.

IDG Raises $60,000 and Beats Ziff-Davis in Rival-Aid Challenge - SEE PAGE 2

On Line: Pat McGovern Answers Your Questions - SEE PAGE 3

Around the World with the IDG International News Group - SEE PAGE 4

IDG World Update

VOLUME 20, NUMBER 26 JUNE 11, 1990

Monitors, Health Risks Investigated

Macworld's July issue contains what has been viewed of late as a highly controversial report on the health hazards of computing. The issue raises tough questions about computers and health risks, i.e. how long can we afford to overlook disturbing statistics?

Four special reports are included in the magazine, "The Magnetic-Field Menace," by *New Yorker* writer Paul Brodeur, "Is Your Computer Killing You?", a commentary by editor-in-chief **Jerry Borrell**, "Conspicuous Consumer" by **Deborah Branscum** and "Color Monitors Put to the Test" by **Robert Eckhardt**.

These special reports have been receiving nationwide notoriety. CBS television, cable news network and San Francisco-based NBC affiliate KRON all interviewed Borrell and reported on *Macworld*'s investigative editorials. This week, *Time* magazine will report on the issues *Macworld* has brought to light.

Macworld argues that every day, millions of people sit down to their terminals, and unless seated at a safe distance, are instantly surrounded by an electromagnetic field (ELF) that could be endangering their lives. There has been very little study among humans with regard to the long-term effects of ELF emissions. However, some scientists suspect ELF emissions are responsible for causing various sorts of cancer, interfering with intracellular activities, and immunologic abilities and disturbing hormonal secretions.

According to *Macworld*, serious questions should be raised about potentially harmful health effects of the ELF emissions from display monitors.

For these reasons, *Macworld* conducted careful measurements of the strength of the magnetic fields given off by monitors that are commonly used with the Macintosh. An explanation of these fields is cited in Brodeur's report with safety precautions and information for Macintosh users so that they can take protective measures to reduce their exposure to magnetic fields.

Why has *Macworld* raised this issue? Borrell says no other computer magazine has had the temerity to question whether the industry upon which its livelihood depends may be responsible for long-term health problems. He writes that the responsibility of the magazine's staff

- SEE PAGE 3

A Note From the Publisher

Welcome to the NEW IDG World Update. You will find many new features, with additional surprises in the weeks ahead. You will find a lot about the International News Group in this issue, too. We want you to learn about us. We also poke a little fun at ourselves with the first IDG Do-er's Profile in this issue. A new profile will appear every three weeks. In between, look for other new features on the back page. We want to hear from you. Tell us what you think of the new World Update. Give us story ideas. Send us your photos. Happy reading!

IDG World Update shows off new design.

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CIO wins recognition for design excellence in the prestigious *Print's Regional Design Annual 1990*.

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PC World Taiwan and *Computerworld Taiwan* release largest issues ever.

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Record crowd attends MACWORLD ExpoAsia/Singapore.

PC World acquires *PCResource* magazine.

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Computerworld Schweiz celebrates fifth anniversary with most number of advertising pages to date.

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Computerworld Czechoslovakia hits the newsstands.

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Computerworld Korea concludes first year with celebratory breakfast meeting for computer executives.

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Second annual Computerworld Smithsonian Awards presented in Washington, D.C.; three times as many nominees as last year, corporate participation increases.

◆◆◆◆◆

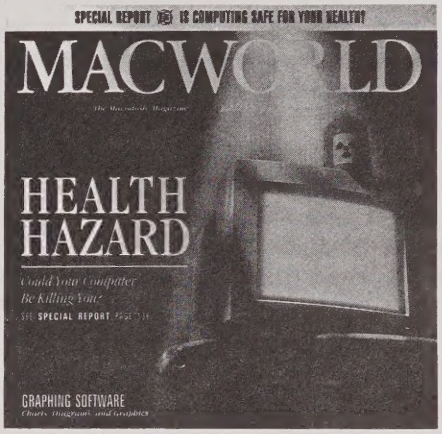
License agreement signed with Philippine publishing company to produce magazine in association with *PC World.*

IDG
RIVAL - AID

IDG raises more than $60,000, tops Ziff-Davis in AIDS fundraiser challenge in Boston.

> **"Using information technology as a tool, their goal is nothing less than to make our planet a more humane, healthy and cooperative place to live. Truly, they are the heroes of the information age."**
>
> **- Fritz Landmann, publisher, *Computerworld*, on the winners of the 1990 Smithsonian Awards**

July


SPECIAL REPORT IS COMPUTING SAFE FOR YOUR HEALTH?
MACWORLD
The Macintosh Magazine
HEALTH HAZARD
Could Your Computer Be Killing You?
SPECIAL REPORT
GRAPHING SOFTWARE
Charts, Diagrams and Graphics

Macworld's July issue features four hard-hitting special reports investigating health hazards associated with electromagnetic field emissions.

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IDC announces transfer of four user products and services to Technology Investment Strategies Corp.

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List Services introduces three new *Macworld* lists and creates the IDG International Database.

МИР ПК
PC WORLD FORUM MOSCOW
ФОРУМ
10-15 июня 1990 г.
КАТАЛОГ/CATALOG

World Expo Corp.'s PC World Forum Moscow, the first international PC fair in the U.S.S.R., opens to long lines and 60,000 enthusiastic attendees.

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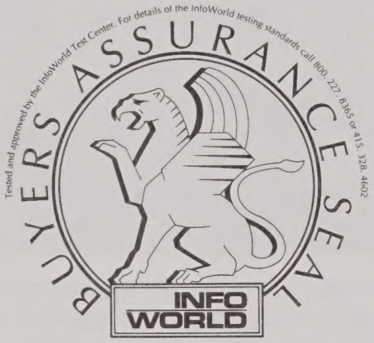
inCider/A+ acquires *The Apple IIGS Buyer's Guide* subscriber file from Redgate Communications.

August

Computerworld Direct, a series of single-sponsor special reports, debuts as new marketing vehicle for information system advertisers.


Tested and approved by the InfoWorld Test Center. For details of the InfoWorld testing standards call 800. 227. 8365 or 415. 328. 4602
BUYERS ASSURANCE SEAL
INFO WORLD

InfoWorld Test Center unveils the InfoWorld Buyers Assurance Seal; first computer publication to offer a "seal of approval" backed by specific requirements.

◆ ◆ ◆ ◆ ◆

After 26 years in suburban settings, IDG corporate headquarters relocates to downtown Boston.

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Federal Computer Week launches first in a series of white papers on information technology in the U.S. government.

Grigori Gromov, publisher of the future *Computerworld U.S.S.R.*, visits Framingham's *Computerworld* offices.

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Rick Clark named president of ITI; **Paul Earl** appointed CEO.

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Computerworld Norge, assisted by a consultant from one of Norway's largest daily papers, undergoes a redesign.

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48,000 attendees gather in Boston for MACWORLD Expo.

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Computerworld launches its first single-subject supplement apart from the annual *Premier 100*. Focus is Japanese information system executives and their work environment.

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Thierry Dumont named managing director of IDC France.

> **"This seal was not designed to meet the needs of product vendors. It was created to make sure buyers are protected and manufacturers deliver quality products backed with service and guarantees."**
>
> **- Jonathan Sacks, publisher of *InfoWorld*, on the InfoWorld Buyer's Assurance Seal**

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third and fourth week of December. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS

Diane Utano - IDG

TEN YEARS

Susan Perry - IDG

NINE YEARS

Charlie Greco - TISC

EIGHT YEARS

Richard Ciliberto - CW Publishing

FIVE YEARS

Barbara Inglese - WEC

THREE YEARS

Marie Bohner - CW Publishing
Allison Stamm - IDG Research Services
David Zink - PCW Holding Co.

TWO YEARS

MaryAnne Doolin - IDG List Services

ONE YEAR

Gordon Haight - Integrated Media
Henrik Hult - IDG Sweden
Stephanie McCann - CW Publishing
Valerie Galbo - CW Publishing
Sylvia Krammer - IDG Austria
Michael Reisner - IDG Austria
Christine Skrobanek - IDG Austria
Francis Zaborowski - IDG List Services
Marc-Edward Carrigan - ITI
Ann Ippolito - ITI
Glenn Gaudet - WEC
Richard Caplin - WEC
Susan Granata - WEC
Richard Steyn - IDC Australia
Björn Lorentzi - IDG Sweden
Carmen Hill - *Digital NEWS*
Debra Wright - *InfoWorld*
Diane McNeil - ITI
Jane Foppiano - ITI

Human Resources News

NEW POSITIONS THIS WEEK December 17, 1990

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

ADMINISTRATIVE ASSISTANT - CORPORATE COMMUNICATIONS (IDG)

Will entail both secretarial and pro-active administrative assistant duties to include: proposal and presentation preparation, press release preparation, mailing and follow-up, interacting with PR agency, graphic designers, video production houses and the press, research projects, as well as, general secretarial support. Must be computer literate (preferably Macintosh) and willing to invest time learning new technologies (slide generation, multi-media) and to stay past 5 p.m. on occasion. Requires excellent phone and personal presence. PR agency or Advertising agency experience and college degree are prefered. Attitude and willingness to get the job done are crucial.

ACCOUNTING ASSISTANT (IDG/P)

Will process cash, returns, shortages, invoices and shipping labels on the single copy sales system, as well as process PO's, invoices and special check requests. Other responsibilities will include tracking circulation and payment response time for invoices, travel reconciliation reports, tracking outstanding advances, as well assisting controllers as needed. Requires good organizational skills. Prior accounting experience is a plus.

ART DIRECTOR, *INCIDER* (IDG/P)

Will manage all design and production functions, supervise two in-house designers, select illustrators, photographers, and other out-of-house services, and assume responsibility for all budgetary operations of the art department. Requires a minimum of three years magazine experience as an art director or assistant art director, an understanding of magazine production from concept through printing, familiarity with computer-related topics, and significant experience using the Macintosh and Quark Xpress software.

SENIOR EDITOR, *INCIDER* (IDG/P)

Will provide entertainment coverage, manage a group of free-lance writers, assign and edit articles and reviews for content, style, and accuracy. Requires three to five years of editorial experience, preferably with a computer magazine. Excellent editing and organizational skills, and the ability to carry a product from concept through production. Affection for computer based entertainment is a big plus.

ADMINISTRATIVE ASSISTANT (PUB)

Will support the sales account manager(s) in all facets of advertising sales, to include clerical support, office support, customer service, and general support as needed. Requires a familiarity with the Macintosh, wordprocessing and spreadsheet programs.

ACCOUNT MANAGER - ATLANTA OFFICE (MAC)

Will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling sales goals. Major areas of responsibility lie in advertising sales, advertising prospecting, customer support, file maintenance, report generation, and credit clearance.

EDITORIAL ASSISTANT/LAB (MAC)

Will perform laboratory testing, be involved with industry shows and events, research upcoming lab projects, as well as log-in and track lab products. Requires a bachelors degree in computer science, electrical engineering or equivalent experience and a thorough knowledge of Macintosh hardware and software. Basic familiarity with the editorial process as well as writing and editing skills are a plus.

COPY EDITOR (MAC)

Will copy edit Macworld features, news, reviews, departments, and other editorial material for style, language, format, accuracy, consistency, grammar, syntax, spelling, and punctuation; update manuscript production checklist and copyediting status sheet, handle all art requests, proof boards as necessary, help train free-lance copy editors, as well as perform additional responsibilities as assigned by supervisor. Requires a minimum of two to three years of copyediting and proofreading experience, thorough knowledge of *The Chicago Manual of Style*, and the ability to work well under pressure and adhere to deadlines.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/FSC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Volpe	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge/ Sheila O'Brien	
	(603) 924-0100	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610x621

Job Opportunities

Revised: December 17, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Credit Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Assistant Credit Manager	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Admin.Assistant-Corp.Comm.	Boston, MA	M. Cornetta	(508)935-4734
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	Perry/Gallant	(508)875-5000
NWW	Senior Editor, Local Networking	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
TISC	Dir.Midrange Systems/Server Res	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Secondary Market Analyst	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Network Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Senior Account Executive	Framingham, MA	M. Deutsch	(508)935-4348
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, Data Comm.	Framingham, MA	S. Spengler	(508)935-4356
IDC	Senior Analyst, Unix	Framingham, MA	M. Konner	(508)935-4636
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, NST	Framingham, MA	L. Hellenack	(508)935-4213
IDC	Research Analyst	Framingham, MA	G. Newman	(508)935-4634
IDC	Director - Software Consulting	Framingham, MA	R. Tasker	(508)935-4370
IDC	Librarian	Framingham, MA	M. Walsh	(508)935-4253
DNP	Programmer	*Digital News,* Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News,* Boston, MA	D. Egan	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	B. Deller	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
IDG/P	Regional Sales Manager	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Group Manufacturing Assistant	Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Accounting Assistant	Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Art Director	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Senior Editor	*InCider*, Peterborough, NH	S. O'Brien	(603)924-9471
IFW	Reviews Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Art Director	*InfoWorld*, Menlo Park, CA	M. Hout	(415)328-4602
IFW	Copy Editor-Marketing	*InfoWorld*, Menlo Park, CA	D. Ruby	(415)328-4602
PCW	Marketing Communications Mgr.	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Copy Chief	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Administrative Assistant	*PCWorld*, Los Angeles, CA	S. Van Leuven	(415)978-3264
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	P. Murphy	(415)978-3365
PUB	Associate Editor	*Publish*, San Francisco, CA	J. Martin	(415)833-3297
PUB	Senior Technical Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)833-3278
PUB	Conference Administrator	*Integrated Media*, San Francisco, CA	J. Erickson	(415)833-3260
PUB	Administrative Assistant	*Publish*, San Francisco, CA	D. Brooks	(415)833-3282
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345
MAC	Editorial Assistant	*MacWorld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Editorial Assistant	*Macworld*, San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editorial Assistant	*Macworld*, San Francisco, CA	S. Stefanac	(415)978-3346
MAC	Ad Traffic Coordinator	*Macworld*, San Francisco, CA	C. Smukler	(415)243-0505
MAC	Copy Editor	*Macworld*, San Francisco, CA	R. Henrich	(415)243-0505
MAC	Editorial Assistant/Lab	*Macworld*, San Francisco, CA	C. Carmen	(415)243-0505
MAC	Account Manager-Atlanta	*Macworld*, San Francisco, CA	B. Thompson	(415)243-0505

September

IDG Books Worldwide publishes nine books for fall season.

◆◆◆◆◆

IDG enters the fast-growing Turkish market with license agreement for weekly newspaper.

PC-KONFERENZ
IDC
Berlin
21. September 1990

IDC Germany travels to Berlin to host Second International PC Conference.

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IDG U.K. outdistances competition to establish highly visible presence at Business Computing '90 show in London.

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IDG Communication Research's enhanced Adscope database helps salespeople, publishers and headquarters staff monitor market trends.

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Computerworld Schweiz unveils new look at Switzerland's leading computer show, Swissdata.

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Computerworld Poland, the first Polish computer newspaper, rolls off the presses.

IDC Washington changes its name to Information Strategies Group; begins to develop consulting services for private industry.

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Network World sponsors the second annual Enterprise Network Excellence (ENNE) Awards in Dallas, Tex.

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Publish marks fifth anniversary.

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IDG hoists a new flag in the Philippines through its affiliation with *PC Digest*, a year-old publication that will draw on *PC World* material.

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Macworld purchases *Macintosh Buyer's Guide*.

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IDG World Expo Australia presents the Pacific Rim Computer Publishing Conference & Expo in Sydney.

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IDG Germany copes with significant smoke damage due to a fire in its offices.

Digital NEWS

DigitalNEWS wins first place design award in national competition from American Society of Business Press Editors.

> **"This show is an opportunity for IDG U.K. to go from being perceived as a small computer publisher to hyping the international nature of IDG publications."**
>
> **- David Bryceland, marketing executive for PC Business World, on IDG U.K.'s participation in Business Computing '90**

October

IDG's new E-mail system, BusinessTalk, is up and running.

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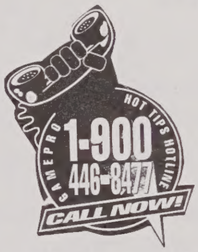
Winners of the IDG 1991 Photo Calendar Contest announced. Top prizes go to **Julian Okwu**, *Macworld* (1st place), **Carlos de la Inglesia Fuentes**, *CW Spain* (2nd place) and **Kelly Conlin**, IDG HQ (3rd place).



GamePro introduces hot tips hotline number to provide readers with the latest in video game ideas and know-how.

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Computerworld unveils the third annual Premier 100 listing of top organizations in the information services industry.

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Publisher Gordon Haight and a newly assembled staff make plans for *NeXTWORLD*, the magazine for interpersonal computing.

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International Environment Group publishes *Ecologue: The Environmental Catalogue and Consumer's Guide for a Safe Earth.*

CD-ROM EXPO

Close to 4,000 CD-ROM enthusiasts descend upon Boston for CD-ROM Expo.

October

- FROM PAGE 7

Ruud Bakker named managing director of IDG Netherlands.

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Macworld earns kudos from *Columbia Journalism Review* for its July issue detailing potential hazards from display monitors.

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IDG World Update introduces first in a series of single-topic issues: focus is research at IDG.

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Computerworld clinches two Ozzie Awards for design excellence.

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IDG Germany organizes successful career center at Systec '90.

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China Computerworld celebrates 10 years of growth.

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Computerworld Japan prints biggest issue ever for Data Show, draws thousands of new subscribers.

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Network World's October ad pages reach all-time high: 208.83.

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World Expo Corp. announces plans to produce IDC briefing sessions next March.

MACWORLD
EARTH
CONSERVANCY

Macworld staff visits Macworld Grove, the site in a California nature preserve that the company adopted and will restore through plantings and maintenance.

November

Technology Investment Strategies Corp. expands charter to include providing services to the MIS user community.

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InfoWorld's PC BuyerBase, a telephone and soon-to-be online service that dispenses comprehensive computer buying information, debuts at COMDEX.

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Teenage hackers charged with disruption of IDGC/ Peterborough's voice mail system. Damage is estimated to be $2.4 million.

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List Services shows off new corporate marketing campaign.

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New appointments: **Richard Soule**, president of IMS and **Terry Chellew**, managing director of IDG U.K.

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Worldwide Managers Meeting held in LaQuinta, Calif.; IDG Norway's **Morten Hansen** wins Chairman's Cup for overall excellence. Other award winners were **Roger Murphy**, IDGC/Peterborough (best new publication launch), **Preben Engell**, IDG Denmark (largest percentage increase in ad revenue), **Bengt Marnfeldt**, IDG Sweden (largest percentage increase in subscription revenue), **Francois-Xavier Chaussonniere**, IDG France (largest gain in market share), **Gordon Haight**, Integrated Media (entrepreneur of the year) and **David Egan**, *Digital NEWS* (greatest improvement in profit margin).

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Global Networks team profiled in American Management Association video on smart risk taking.

Computerworld introduces Technology Analysis feature, a comprehensive analysis of important new products.

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Computerworld Japan prepares to introduce SISnet, a public forum to enhance communication between readers and editors.

Win a $5,000 Dream Home Theater!
VIDEO, AUDIO & COMPUTERS
ON!
FOR WORK AND PLAY
PREMIERE ISSUE
ULTIMATE HOME VIDEO
LATEST CAMCORDERS
Best and Worst in Features, Formats
SOUND OUT OF SIGHT
Hideaway Speakers That Sound Great
PLUS!
Field Tests:
New Movies & Music

IDGC/Peterborough launches *ON!*, the first consumer magazine devoted to covering the audio, video and computer industries in a single publication

December

Portable Computing renamed *Portable Office.*

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IDG dances the night away at COMDEX party in Las Vegas.

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InfoWorld Test Center uncovers Microsoft bugs.

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Network World challenges *Computerworld* in charity fundraiser for the homeless.

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Pat McGovern announces the IDG Exchange Program, a leisure travel program for employees and their families.

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Pat McGovern signs joint venture agreement with Bulgarian publisher for *Computerworld Bulgaria.*

Swiss

anch Announces Macworld Schweiz

LINK: Monitoring Electronics and Communications Since 1976

Recycling Effort Yields Returns

Computerworld Czechoslovakia Makes Its Debut

- SEE PAGE 5

IEG Hopes to Change the World

Off line

Offices Merge to Forr IDC Chin ong Kong

Portable Computing to Select Aw Winn

research

ri-'serch \n 1: careful or diligent search 2: studious inquiry or examination... 3: the collecting of information about a particular subject

nother Flag for IDG

Czech Mate!

IDG/C Peterborough Acquires SunTech Journal

Computerworld Direct Bridges Direct Marketing, Advertising

Kong

Hong K

An E-Mail Update

Convene

Asia/Pacific Managers

Anniversaries

恭	*Happy Holidays*
賀	*Meilleurs Voeux*
新	*Felices Fiestas*
禧	*Поздравляю*

From all of us at the
IDG International News Group

Our next issue will be January 7, 1991.

Do-ers profile

Donna Kirkey

PROFESSION: Reprints coordinator/graphic designer, *Network World* marketing department.

HOME: Native of Cornwall, Ontario, Canada; now living in Framingham, Mass.

LENGTH OF TIME AT IDG: Two years in February 1991

LAST BOOK READ: *Far From the Madding Crowd* by Thomas Hardy

FAVORITE VACATION SPOT: Quebec City, Canada

FAVORITE FOOD: A two-and-a-half pound lobster

WHICH CELEBRITY WOULD YOU MOST LIKE TO MEET? Robert Redford

INTERESTS: Old movies, long walks, cooking

BEST PART OF YOUR JOB? "Seeing a project go from start to finish and come out correctly!"

LATEST ACCOMPLISHMENT: Co-originator and producer of a new internal *Network World* newsletter, *Bridging The Gap*.

NEW YEAR'S RESOLUTION: To start making them!

KNOWN TO OTHERS AS: Personable, a team player, very creative

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITORS
David Bromley
Sharon Baker

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Maureen Page

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***IDG World Update* is published weekly for the employees of International Data Group. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.**

On line: Bill Murphy Talks About Growth, ESOP and Profits
- PAGE 3

First U.S./Bulgarian Technology Joint Venture Signed by IDG
- PAGE 4

World Expo Corp. to Premiere NCF '91 Next Month
- PAGE 5

IDG World Update

VOLUME 20, NUMBER 52

DECEMBER 10, 1990

IDG Announces Global Travel Program

Exploring a new country or learning about other cultures from foreign visitors are exciting opportunities for everyone. Now, IDG employees and their families will be able to tap into the company's most valuable global resource — its people — and discover a new corner of the world for themselves.

IDG chairman **Pat McGovern** has announced the IDG Exchange Program, a three-part leisure travel program for employees and their families.

The program will be for children of IDG employees who want to travel to another country for schooling or vacation, families or individuals who want to stay with other colleagues during vacation, or employees who want to swap homes for simultaneous vacations in each other's countries (see box).

"While IDG employees feel like they're part of a global community, a program like the IDG Exchange will be an opportunity to extend to their family members the advantage of being part of the IDG family," McGovern said.

"It's important for kids to be prepared for a world in which distances are much smaller and more intercultural opportunities exist," explained IDG vice chairman **Axel Leblois**, who initiated the exchange idea. "This program will be more than conventional tourism. Families will have similar backgrounds in the sense of their profession, so kids — or any of the participants — won't feel like they're in a completely strange setting, but they'll still be able to experience very different cultural circumstances."

All three programs will be managed by the *IDG World Update* staff and promoted through the newsletter. "Our role will be to publicize the program and match interested employees," said International News Group president **David Hill**. "We won't be getting involved in travel arrangements, school enrollments or other details; those will be settled between the participants."

Interested employees can fill out the enclosed form on page 2, or request application forms in the future. Return completed forms to: *IDG World Update*, 41 West Street, 8th Floor, Boston, MA 02111; fax (617) 423-0712. From time to time, *IDG World Update* will run announcements identifying those who want to travel or host.

Three Ways To Participate

YOUTH EXCHANGE:

Children of IDG employees age 14 and older are eligible to stay up to six months in the home of another IDG employee. This would provide sufficient time for the youth to attend a semester of school in the foreign country, if desired; achieve considerable practical skill in the local language and experience the local culture.

FAMILY/INDIVIDUAL EXCHANGE:

IDG employees and their immediate families (spouse and children) are eligible for a program that would arrange for IDG employees to host visiting colleagues in their homes. These visits would be for a maximum of two weeks.

HOME EXCHANGE:

Through this program, IDG individuals or families can exchange homes for a period of up to several weeks so that each can vacation in the other's country inexpensively.

IDG Exchange Program

Preliminary Application

This questionnaire is intended to determine general interest only. Filling out the form does not commit you to the program. While we will begin to compile a pool of interested hosts/visitors now, you may sign up for the program at any time.

Name ______________________ **Business Unit** ______________________

Title ______________________ **Age** ______________________

What languages do you speak? ______________________

Please indicate name, age and sex of each member of your household.

____

____

YOUTH EXCHANGE

Hosting:

Would you like to host a youth? **Yes** **No**

If yes, for how long? ______________________

Preferred age range? ______________________

Boy? ________ **Girl?** ________ **Either?** ________

Traveling:

Would you like your child to travel? **Yes** **No**

Interested in school option? **Yes** **No**

Preferred destination(s)? ______________________

FAMILY/INDIVIDUAL EXCHANGE

Hosting:

Interested in hosting? **Yes** **No**

Family? ________ **Couple?** ________ **Individual?** ________

How long would you like to host? ______________________

Traveling:

Interested in traveling? **Yes** **No**

What countries would you like to visit? ______________________

Approximately how long would you like to visit? ______________________

If you have children, would they travel also? **Yes** **No**

HOME EXCHANGE

Would you exchange homes with another family? **Yes** **No**

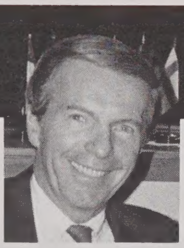
Approximately how long would you plan to travel? ______________________

What countries would you like to visit? ______________________

Please return the completed form to IDG World Update, 41 West St., 8th floor, Boston, MA 02111 USA, or fax it to (617) 423-0712. Have questions? Call Deborah Butler or Patricia Smith at (617) 423-9030, or send inquiries via BusinessTalk to D.Butler or P.Smith.

On line

ASK BILL



Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via mail, fax number (617) 423-0712 or BusinessTalk D.Butler.*

Q What percentage of new business is necessary for IDG to maintain its desired level of growth?

A It is and has been IDG's objective to grow at double the rate of growth of the industry we serve, and since inception we have consistently achieved that objective. More important, we have achieved it largely through growth of existing products and startups, and not through acquisition.

It would be presumptuous of us to think that we could force-feed new business into the marketplace in order to achieve certain growth goals. Conversely, by staying close to our customers, understanding their needs, and delivering products of superior quality, we have more than achieved our growth objectives.

Q Since decentralizing, how has IDG fared in terms of each business unit having its own financial person?

A My response relates to U.S. operations in that the foreign operations have always been decentralized with each having responsibility for financial reporting. In the U.S., all of the operating units have a financial person on staff who is either responsible for or who assists in budgeting, monthly reporting, cost control, liaison with IDG group controllers, compensation review, etc.

All of this requires a great deal of coordination in that each month we are rolling up the results of 57 operations around the world and reporting the results 10 working days following the close of the month.

Q Does the lower value of the dollar vis-a-vis other currencies have any effect on IDG's decisions to invest in new businesses overseas?

A For any U.S. company looking to invest overseas, there is no question that the cost of entry has increased greatly as a result of a weaker dollar. On the other hand, the cost of not being a global company in the '90's may far outweigh any monetary considerations.

IDG is in the enviable position, due to the farsightedness of Pat, of having established operations in Germany when the deutschemark was 2.8 to the dollar, in France when the franc was 12 to the dollar, etc. Since almost all of our offshore operations are positive cash generators, they now have the ability to finance their own investments in new business activities with locally generated funds.

Q What effect, if any, does the stock price performance of communications companies like McGraw-Hill, Gannett, or Dun & Bradstreet have on the value of the IDG ESOP?

A The value of the IDG ESOP is derived from three components: a weighting of historical earnings, capitalization of future earnings, and an average price/earnings (P/E) ratio of comparable companies.

So, when the P/E ratios of the above companies decline from year to year, they do impact the valuation in that they are included in the average. Having said that, I should point out that after-tax earnings drive the valuation and any upward or downward movement in P/E ratios has only a minimal impact.

Q Are the profits of the international operations transferred back to the U.S., or are they kept locally or transferred elsewhere?

A In general, the profits of the international operations are utilized in the following order:

1) To provide working capital for the local entity in order to support the 12-month operating plan, and to fund new investments.

2) To repay any outstanding loans from IDG.

3) To pay a dividend to IDG in the form of a return investment.

Reminder

The "On line" feature welcomes contributions from all employees. Questions will be passed anonymously to the four participating executives.

Results of the recent *IDG World Update* Reader Survey showed "On line" to be one of the newsletter's most popular features. Your contributions are essential, so send them in!

Joint Venture With Bulgaria Signed and Sealed

IDG forged the first U.S./Bulgarian technology joint venture ever with the signing of a joint venture agreement with Technika, the largest technical book publisher in Bulgaria.

IDG chairman **Pat McGovern** signed the agreement late last month at a packed press conference in Sofia that received substantial coverage on Bulgarian national television.

"I am greatly impressed by the technical knowledge and motivation of the Bulgarian people," McGovern said. "Technology will be the crucial element in assisting this country with its push for economic development."

Bulgaria manufactures PC clones for export to other former Eastern-bloc countries and has expertise in software development.

> **"Technology will be a crucial element in assisting this country with its push for economic development."**
> **- Pat McGovern**

The first publication to be produced under the agreement, *Computerworld Bulgaria*, will be launched in mid-January. Its initial circulation of 15,000 issues will include 10,000 for prospective subscribers and 5,000 for newsstands.

McGovern's trip also included stops in Portugal, Greece and Turkey, where licensee UFT, Ltd. recently changed the name of its weekly publication from *Cajdas Monitor* to *Computerworld Monitor*. Plans are in the works for a *PC World Turkey* launch in February.

The managing director of *Technika,* Tatiana Hinova, accepts a bottle of champagne from Pat McGovern on behalf of the publishing company staff. *Technika* chairman Vesselin Blagov is at the far right.

INFO WORLD
COMPUTE!
PC WORLD
ΣΑΜΟΥΧΟΣ
COMPUTE!
PC WORLD
SAMOUHOS

Pat McGovern visited the offices of H.A. Samouhos, IDG's partner in Greece. Athenians will have no trouble recognizing the distinctive delivery trucks.

Human Resources News

NEW POSITIONS THIS WEEK December 10, 1990

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.*

RESEARCH ANALYST (IDC)

IDC's System Integration and Professional Services Program seeks a research analyst to study and report on the issues surrounding these two fast growing and interrelated markets. Specifically, this position will quantify and forecast the current size and growth rate of the markets, analyze and report on competitive practices and strategies of SI and PS providers and then prepare research reports and bulletins reflecting results of studies, provide "on-call consulting" service to program clients, represent IDC and the SIPS program as the "expert" on issues, respond to press inquiries, support the sales force in marketing and sales of the two programs, generate sales leads, and assist in the identification of issues of coverage for the program. Requires prior experience in SI and PS market or communications and service, excellent written, interpersonal, organizational, and analytical skills. Background in consulting, marketing, and market research is a plus.

DIRECTOR - SOFTWARE CONSULTING (IDC)

Will have overall responsibility for the timeliness and quality of all consulting proposals and for the complete coordination and management of all deliverables and support for contractual obligations within this consulting program. Requires a broad based and detailed understanding of the techniques and strategies required to market computing technology, especially of technology employed in mainframe class computers. Will report to the vice president of the software research group. Other key requirements include the ability to interface with very senior members of management within large corporations, both vendors and commercial and to effectively sell and implement consulting engagements, a broad knowledge of large computer software, and a detailed knowledge of the typical structure and operation of strategic marketing departments within a large vendor organization.

CONFERENCE MANAGER - INTEGRATED MEDIA (PUB)

Will manage all activities associated with Integrated Media Inc.'s role at assigned conferences and seminars, manage budget and track expenses to ensure projects stay within budgeted levels, coordinate internal departments whose expertise is needed for the success of these projects, and participate in the development and content of news events. Requires previous experience in managing conferences, seminars, special events or trade shows, a familiarity with the personal computer industry, strong written and verbal skills, budget or project cost analysis experience, a working knowledge of the Macintosh personal computer and a college degree.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/FSC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Volpe	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge/ Sheila O'Brien	
	(603) 924-0100	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610x621

Job Opportunities

Revised: December 10, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Assistant to the President	*News Group*, Framingham, MA	D. Hill	(617)423-9030
IDG	Credit Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Assistant Credit Manager	Framingham, MA	M. Cornetta	(508)935-4734
IDG	V.P. Newsletters	*News Group*, Framingham, MA	D. Hill	(617)423-9030
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	Perry/Gallant	(508)875-5000
NWW	New Products Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Senior Editor, Local Networking	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
TISC	Dir.Midrange Systems/Server Res	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Secondary Market Analyst	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Network Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Senior Account Executive	Framingham, MA	M. Deutsch	(508)935-4348
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst, Data Comm.	Framingham, MA	S. Spengler	(508)935-4356
IDC	Senior Analyst, Unix	Framingham, MA	M. Konner	(508)935-4636
IDC	Senior Analyst, ISDN	Framingham, MA	D. Gold	(508)935-4633
IDC	Program Manager, NST	Framingham, MA	L. Hellenack	(508)935-4213
IDC	Research Analyst	Framingham, MA	G. Newman	(508)935-4634
IDC	Director - Software Consulting	Framingham, MA	R. Tasker	(508)935-4370
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
ISG	FEDS PC Market Seg. Manager	IDC/W, Washington, D.C.	B. Deller	(703)893-0833
ISG	Director EPS	IDC/W, Washington, D.C.	M. Young	(703)893-0833
IDG/P	Regional Sales Manager	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Group Manufacturing Assistant	Peterborough, NH	S. O'Brien	(603)924-9471
IFW	Sales Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Reviews Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	PC Training and Support Specialist	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Product Hardware Specialist	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Product Software Specialist	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Art Director	*InfoWorld*, Menlo Park, CA	M. Hout	(415)328-4602
PCW	Marketing Communications Mgr.	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Copy Chief	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Promotion Coordinator	*PCWorld*, San Francisco, CA	D. Matteo	(415)978-3107
PCW	Administrative Assistant	*PCWorld*, Los Angeles, CA	S. Van Leuven	(415)978-3264
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	P. Murphy	(415)978-3365
PUB	Associate Editor	*Publish*, San Francisco, CA	J. Martin	(415)833-3297
PUB	Senior Technical Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)833-3278
PUB	Conference Administrator	*Integrated Media*, San Francisco, CA	J. Erickson	(415)833-3260
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345
MAC	Editorial Assistant	*MacWorld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Editorial Assistant	*Macworld*, San Francisco, CA	J. Lagas	(415)978-3349
MAC	Editorial Assistant	*Macworld*, San Francisco, CA	S. Stefanac	(415)978-3346
MAC	Ad Traffic Coordinator	*Macworld*, San Francisco, CA	C. Smukler	(415)243-0505

NCF '91 to Premiere in Washington, D.C.

Network Computing Forum and Exposition (NCF '91), a high-level technical conference for senior managers of large enterprise information systems in industry, government and education will premiere Jan. 28 - 31 at the Grand Hyatt Hotel in Washington, D.C.

The conference, produced by World Expo Corp., will showcase products from 13 well-known companies and will feature educational workshops and technical conferences.

Noted authorities on software applications, long-distance data communications and LANs will speak at NCF '91. The conference will address applications and cost-saving opportunities in networking, distributed computing and databases. In addition, high-level Master Classes centering around all three areas are scheduled. Industry experts will lead the classes designed as intensive training sessions for senior managers.

The Master Classes will focus on high-level technical and managerial issues faced by these managers daily. "Both show our commitment to making NCF '91 a high-level technical conference that meets the special needs of senior managers building very large enterprise networks," said **Bill Leitch**, conference director and senior vice president of World Expo Corp.

Industry expert Larry DeBoever, president of DeBoever & Associates, will give a keynote speech identifying issues in managing the implementation of downsizing strategies.

In addition, DeBoever, whose firm consults with Fortune 500 companies, leading computer vendors and software companies, will instruct a two-hour Master Class entitled "The Downsizing Phenomena: Issues and Trends."

"Downsizing is a particularly hot topic today, since more and more companies look to outside sources for day-to-day network management help and use their own employees to develop the type of effective networking strategies needed for future growth," Leitch explained. "Industry experts speaking at NCF '91 will give senior managers sound ideas on ways to define the issues connected with downsizing and sidestep costly mistakes that occur because of a lack of solid background information and proper planning."

Computerworld Premiere 100 Honors Top 10

Computerworld recently honored the 10 most effective users of information technology as ranked in the 1990 edition of the *Computerworld Premier 100*. Information systems executives accepting awards at the New York ceremony were: (front row, from left) Carmine Vona, Bankers Trust New York Corp.; Allen Ditchfield, MCI Communications Corp.; Ron Cybyske, Banc One Corp.; Thomas Kiernan, AMR Corp.; Linda George, Gencorp; and Anish (Back row, from left) *Computerworld* publisher Fritz Landmann; *Computerworld* editor-in-chief Bill Laberis; Robert McKinney, Paine Webber, Inc.; IDG chairman Patrick McGovern; Brian Phillips, Norwest Corp.; and keynote speaker Peter Keen.

Other firms in the top 10 were FMC Corp., Union Texas Petroleum Holdings, Inc. and General Dynamics Corp.

Noteworthy !

Marla Lanzillotti joins the corporate tax department as tax manager. She will be responsible for the preparation and review of federal and state corporate income tax returns; review of state sales tax returns; involvement in numerous federal, state and foreign issues. Lanzillotti was formerly with Deloitte & Touche as senior tax consultant. She received a B.S. in accounting from Merrimack College and is currently enrolled at Bentley College where she is pursuing a master's degree in taxation.

Steve Fox has joined *PC World* as managing editor. Fox comes from *Omni Magazine* where he was managing editor, and he describes his prior responsibilities as having to be a curmudgeon and to play good cop/bad cop. Fox received a B.A. in English and enjoys jazz, bridge, volleyball, rotisserie league baseball, movies, puzzles and reading.

After providing almost three years of assistance part-time, **Mindy Christie** has begun working full-time as a receptionist at IDG's Atlanta sales office. She will continue with sales support part-time for *InfoWorld*. Christie is working on her B.A. in psychology at George State University and enjoys tennis, movies and reading in her spare time.

New hires at *InfoWorld* are **Jill Welch** and **Louise Fickel**. Welch, is *PC World*'s inventory coordinator and serves as a testing liaison to *PC World*. She was previously the purchasing director for P.C. Professional, a computer reseller. Welch has a B.A. from the University of California at Berkeley and finds time for water skiing, swimming and running.

Fickel, a reporter on the networking and chip beats, formerly worked as a technical writer at the Microelectronics Center of North Carolina. She earned a B.A. in English from Rice University and enjoys swimming, running and backpacking.

Federal Computer Week welcomes **Deidre Kelly** as its new marketing services/trade show manager. Kelly comes to IDG from a marketing job at Newbridge Networks, Inc., where she handled all phases of printing as well as seminars and trade shows. She has a B.A. in speech communication from George Mason University and enjoys teaching gymnastics to children.

Virginia Pohlman joins International Marketing Services as west coast manager. She will be in charge of managing all advertising for I.M.S in the western U.S. Pohlman was formerly with JP Associates as northern Calif. district manager where she sold Futrex 5000, a specialized computer in the health field. Pohlman then joined *PC World* as advertising manager for the Silicon Valley. She received a B.S. in marketing from the University of Dayton and enjoys skiing, tennis and biking.

Ginny Pohlman

Address Changes

***Computerworld's* Washington editorial bureau is moving the week of December 17th. The new address will be:**

Computerworld
1331 Pennsylvania Ave., N.W.
Suite 505
Washington, D.C. 20004

Phone numbers will remain the same.

Mitch Betts	**(202) 347-6718**
Gary Anthes	**(202) 347-0134**

IDG Italy has moved its offices as of December 10. The new address is:

Via Mecenate, 30/14
20130 MILANO
Italy

Telephone	**2-58.01.16.60**
Telefax	**2-58.01-16.70**

Users Group Honors *NW* Editor

Network World senior editor **Bob Wallace** was honored recently at the National Centrex Users Group's (NCUG) annual meeting in San Diego. Wallace has reported on the user group since its November 1987 inception and was honored for his continued support of the organization, which represents more than 750 member companies that use Centrex services.

In bestowing the first-of-its-kind award to Wallace, NCUG vice-president Jim Yeip said, "NCUG has always been foremost a community of individuals, users and vendors with a common interest. The NCUG board would like to recognize special individuals who have supported the group since the beginning."

Bob Wallace

Network World Announces Sixth Annual User Excellence Awards

Network World announced the winners of the sixth annual User Excellence Awards in its Nov. 26 issue. This year's winners will receive their awards following the keynote presentation at Communications Networks '91 on Jan. 30 in Washington, D.C.

The User Excellence Awards are designed to honor U.S. companies, universities and government agencies for their innovative applications of network technologies to gain a competitive advantage or improve operations.

Each year the prevailing features editor is put in charge of organizing the User Excellence Awards. This year, features editor **Paul Strauss** buckled down with the senior editorial staff and began sifting through the multitude of entries. When all the votes were in, two organizations were selected to share first place: American Airlines Decision Technologies, Inc. of Dallas and Baltimore-based First National Bank of Maryland.

SIXTH
ANNUAL
User
Excellence
Awards

In addition, five honorable mentions were selected: Allegheny Ludlum Corp.'s #9 Maintenance Division of Brackenridge, Pa.; American Management Systems, Inc. of Arlington, Va.; Kmart Corp. of Troy, Mich.; The University of California at San Diego and Edward D. Jones & Co. of Maryland Heights, Md.

"This year's winners have proved again what a dramatic impact networking can have on a company's bottom line," said *Network World* editor **John Gallant**. "These users truly deserve recognition for their innovative efforts."

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of December. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Ken Wesley - LINK Resources

EIGHT YEARS
Susan Taylor - IDG Australia

SEVEN YEARS
Micaela de Almeida - IDG Hong Kong

SIX YEARS
Christopher Glenn - CW Publishing

FIVE YEARS
Michael Miller - *InfoWorld*

FOUR YEARS
Gary Clark - IDG Australia

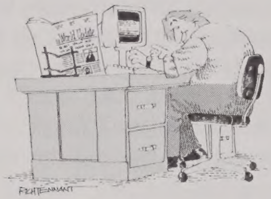
THREE YEARS
Nell Margolis - CW Publishing

TWO YEARS
Charlie Bruno - *Network World*
Hitoshi Andoh - IDG Japan
Frances Cowen - CW Publishing

ONE YEAR
Peter Gillemo - IDG Sweden
Roberta Airoldi - IDG Italy
Walter Sweet - *Network World*
Linda Miller - *Network World*
Jean Kolak - CW Publishing
Sharon Chin - *InfoWorld*
Anne Samborn-Kaliczak - *InfoWorld*
Elizabeth Maffly - *PC World*
Nola Armijo - *PC World*
Steve Reynolds - LINK Resources
Ellen Cross - CW Publishing
John Watts - CW Publishing

Off line

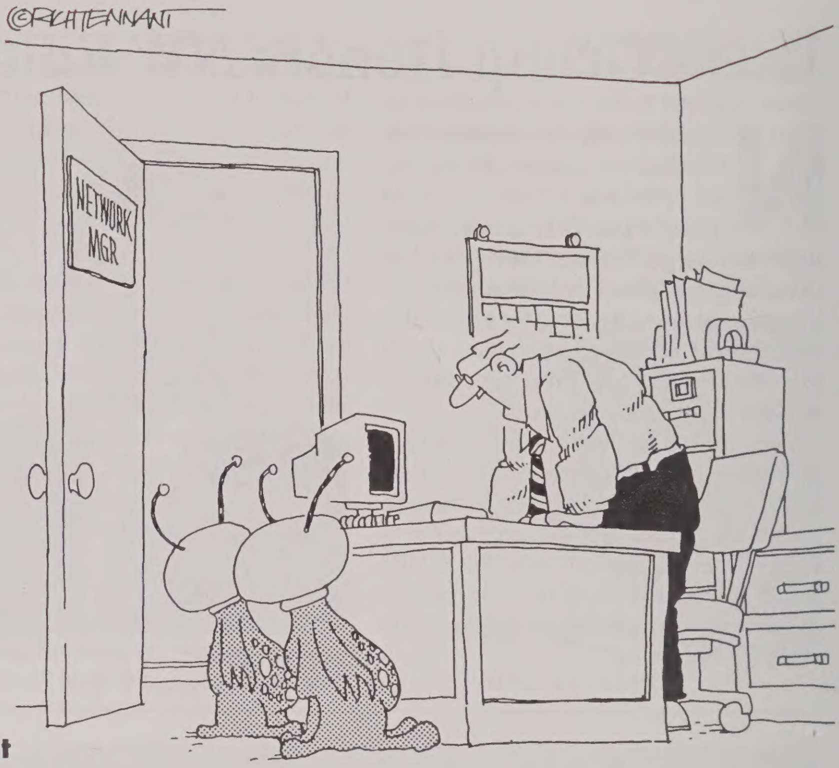
Win Your Own



Off line T-Shirt

Put your imagination to the test!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, January 22. The person with the funniest submission will receive an original IDG "Off line" T-shirt displaying the cartoon above. Honorable mentions will receive painter's caps and be acknowledged along with the winner in the January 27 issue. Send your ideas by mail, fax (617) 423-0712 or BusinessTalk box D.Butler. Have fun!



IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Publisher to Launch First Finnish Networking Magazine
- PAGE 2

***NWW* Challenges *CW* for Charity Fundraiser**
- PAGE 7

***InfoWorld* Discovers Bug in Microsoft Software**
- PAGE 7

IDG *World Update*

VOLUME 20, NUMBER 51 **DECEMBER 3, 1990**

WEC To Produce IDC Briefings

World Expo Corp. will produce the 26th annual IDC Information Industry Briefing Session next year, which will take place in six U.S. cities.

IDC chairman **Axel Leblois** explained that IDC will continue to handle the technical contents of the conference program, while World Expo will be responsible for the logistics and marketing.

"We hope that World Expo's involvement will substantially expand revenues, exposure and participants," Leblois said, adding that this project was a good example of IDG's efforts to build synergy between business units.

Each day-long briefing session will explore the past, present and future of the information technology industry through the eyes of IDC's senior analysts who follow the fields of communications, software, processors, IBM and DEC personal computers and peripherals.

The agenda for the 1991 session includes "U.S. IT Spending Outlook," "Networking as a Competitive Weapon," "The Restructuring of the Computer Industry," "Perestroika Comes to the Data Center: IBM and the MIS Revolt of the '90s," "Managing Channels for Growth," "Workstation Revolution: Up or Down?" and "The 1991 PC Market: Which Way Will Pay?"

More than 1,500 marketing, sales and information systems professionals are expected to attend the 1991 session. The 1990 IDC Industry Briefing Session, Directions '90, drew more than 1,200 attendees from across the U.S.

1991 IDC Industry Briefing Session Schedule

March 4, 1991
Omni Shoreham Hotel
Washington, D.C.

March 5, 1991
New York Hilton and Towers
New York, N.Y.

March 11, 1991
Westin Hotel, Galleria Dallas
Dallas, Texas

March 13, 1991
Red Lion Hotel
Costa Mesa, Calif.

March 14, 1991
Red Lion Hotel
San Jose, Calif.

March 19, 1991
Westin Copley Place
Boston, Mass.

OBJECT WORLD

Object World Latest Event in WEC Fold

World Expo Corp. has joined forces with a new computer industry association to produce Object World, the first conference and exhibition dedicated to demonstrating the commercial impact of object-oriented technology.

Object World is scheduled to debut June 3-7, 1991 at the Fairmont Hotel in San Francisco. This event places World Expo Corp. in the forefront of an industry-wide debate over object technology, a radically different approach to software design.

- SEE PAGE 2

Calendar 1 2 3

Please note the new dates for the Prague meetings in February

- **JANUARY 10-13**
  Macworld Expo
  Moscone Center and Brooks Hall
  San Francisco, Calif.

- **JANUARY 29-31**
  Communication Networks
  and Network Computing Forum
  Washington Convention Center
  Washington, D.C.

- **FEBRUARY 14-16**
  Macworld Expo/Tokyo
  Nippon Convention Center
  Tokyo, Japan

- **FEBRUARY 18-19**
  European Managers Meeting
  Prague, Czechoslovakia

- **FEBRUARY 20-21**
  CW Product Line Meetings
  Prague, Czechoslovakia

- **FEBRUARY 22-23**
  PC World Product Line Meetings
  Prague, Czechoslovakia

- **FEBRUARY 28**
  IDG Board of Directors Meeting
  Boston, Mass.

- **MARCH 12-14**
  Macworld Expo/Birmingham
  National Exhibition Center
  Birmingham, England

- **MARCH 20-22**
  Macworld Expo/France
  CNIT
  Paris, France

WEC

- FROM PAGE 1

According to a recent article in the *Boston Globe*, object technology promises to make software easier to design, rearrange, reuse and maintain.

The industry association that is promoting object technology, the Framingham-based Object Management Group (OMG), was formed last year to develop object technology standards and promote its commercial success. The group believes that by getting the software industry to agree now on how the elements of computer programs interact, they will avoid the incompatibility problems that have affected many major computer manufacturers.

More than 90 companies have joined OMG, including AT&T, Hewlett-Packard, Sun Microsystems and Fujitsu.

OMG began exploring prospects for an object technology show with a number of conference and expo groups this summer. World Expo Corp. came out on top of a field of five other candidates.

Project manager **David Bradway** said that WEC will handle all of the logistics, promotion and marketing for the show, while sponsor OMG will provide the technical content for the conference program.

Object World will feature eight seminars over two days and three days of conferences and exhibits. The focus will be on the management, application and technology issues relating to the commercial success of object technology. WEC and OMG believe that the show will attract more than 1000 chief information officers, information systems managers, software developers and other executives responsible for corporate information strategy and planning.

The conference will focus on users' concerns about applications interoperability, heterogeneous environments, building enterprise-wide information systems and how object oriented technology addresses these issues.

Topics to be discussed in the program include establishing standards in object technology, migration, methodology and life cycle issues, project management, implementing change, case studies, available tools, enabling and applications, and worldwide market trends.

Finland to Launch Networking Publication

IDG's licensee in Finland, Oy Talentum Ab, will be launching Finland's first professional networking magazine next February. *Tietoverkko* will debut at the country's leading data communications and networking exhibition, Teledata 91, which will be held in Helsinki February 6-8.

The publication will specialize in networking issues, including transmission of data, text, speech and visual images and telecommunications. Its audience will be people working in a data networking environment who are developing new ways to use the latest networking technology or who want to improve their personal working methods.

***Tietoverkko* will be issued six times in 1991 with a controlled circulation of 8,000 copies. Editor-in-chief is Kauko Niemi, former managing editor of the company's weekly computer newspaper, *Tietoviikko*, the largest IT weekly in the Nordic countries. Ilkka Soininen has been named marketing manager.**

The launch of *Tietoverkko* further strengthens Talentum's position as the leading information technology publisher in Finland.

On line

ASK AXEL

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via fax number (617) 423-0712 or BusinessTalk D.Butler.*

Q **As a reporter at one of the IDG publications, I find it very frustrating when IDC analysts don't return my phone calls or fail to provide the kind of statistics I need. Please explain the rationale behind keeping the two companies so separate. Also, can anything be done to improve the publications' access to the market research data?**

A I guess there are two questions. One is why you do not get your call returned and the second is why our two companies are quite separate. On the first question, we do indeed have a challenge at IDC with press relations in general. Too many phone calls come in to our analysts' desks from all over the country. Whenever you have a question, I would suggest that you contact the staff at our press desk who very carefully manage the schedule and workload of our analysts.

The fundamental reason why we keep the companies separate is because they cannot work closely together without creating serious conflicts of interest. First of all, a lot of what IDC does is of an extremely confidential nature, and it would certainly not be a comfortable situation for our customers, who share a lot of critical information with us, if they had the feeling that there are very close organizational links with the news rooms of major newspapers. On the other hand, most of our publications also want to keep their freedom to utilize various sources and do not want to see any form of exclusive relationship with any particular research company as a source of information, even if this company is a sister company.

Q **In an ideas business like IDC, how do you foresee trading off the need to coordinate such a wide variety of egos with the essential requirement of giving people the freedom to be their very best?**

A After having run IDC I think I would be able to become the dean of faculty anywhere! To me there is no trade-off if you can make sure mutual respect characterizes the behavior among people who are your key researchers. At IDC we want to have total free speech to get the very best ideas expressed. We also try to make sure that everyone's idea is listened to and taken into account. Sometimes it is a lengthy process and looks like unnecessary consensus building. However, this is the way I like to manage the company.

Q **Your charter is to position IDC for future growth. How do you balance the need to look inward to improve IDC while still looking outward to keep an eye on the competition?**

A I would say that our priority is to keep an eye on our customers' needs. It is indeed important to evaluate strategic company positions as you set up your business plans, but truly what counts the most to us are the ever-changing needs of our customers. That is the only way to continuously strive for a higher quality of services—something you cannot achieve if you only look inward.

Q **A year ago this month you were named chairman of IDC. What have been the highlights of the past year, and what are your priorities for 1991?**

A In 1990, we spent a lot of time listening to our marketplace and trying to understand in which areas IDC could be the best and most successful. Once we had made this analysis we started to divest from businesses which were marginal and not profitable for IDC. We focused our entire organization on high-quality continuous information services and high-level consulting for the vendor community.

The immediate response that we received in 1990 was a sharp improvement in our customer satisfaction with renewal subscription rates jumping up 9% to a high of close to 80%. Also, during the same period of time when our renewal rates were rising significantly, our average price of renewal went up by 18%. So, I believe that in 1990 the entire IDC team has indeed achieved improvement of timeliness, quality of research and service to customers.

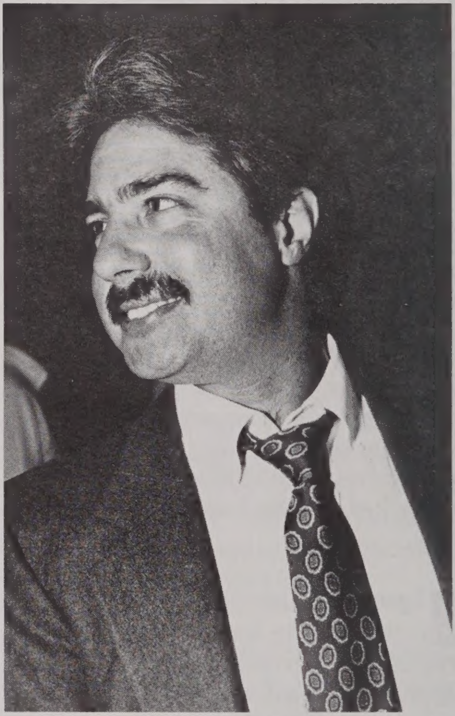
We also try to make sure that results and financial information is communicated promptly and efficiently to the entire organization so that we can get research groups and program managers to have more responsibilities and initiatives to conduct their businesses.

For 1991, our priorities are to continue to enhance our research quality and to position ourselves as the best company in the market. We have also engaged in a very significant process of integrating our research worldwide. We want to make sure that methods and definitions in IDC's 30 offices around the world are thoroughly applied to provide consistent worldwide data to our customers. Finally, it is clearly our goal to substantially improve the financial results of International Data Corp. to make it one of the strongest assets of IDG in the long term.

IDG Dances into the New Decade

Dance into the New Decade

Peter Duchin and his Orchestra perform at the IDG Comdex Party.



Judd Aschenbrand of IDG Research

***Computerworld*'s Michela O'Conner with Dave Murphy of Murphy & Associates.**

At Comdex's Club Revolution

Val Landi, *Computerworld's* senior vice president /special publications division (L), IDG Japan president Jim Povec and international editor Shuko Goto take time out for a photo.

A Tina Turner impersonator entertains the crowd.

Computerworld's Liz Phillips (L) and Mary Doyle.

Noteworthy !

Network World has named **Steve Moore** managing director and **William Perry** director of marketing and sales for *Global Networks*. Moore was previously features editor for *Network World*, where he focused on issues relating to international and global markets. He has nine years of experience in the computer and communications industry and received a master's degree in journalism from the University of Colorado. Perry was district manager for the southeastern region at *Network World*. Prior to that he worked at Fairchild Publications in New York where he held sales and management positions for eight years. Perry received a master's degree in business administration and a bachelor's degree in English from the University of Kentucky.

Stepping in as district manager for the southeastern sales territory at *Network World* is **Donald Seay**. Prior to joining *Network World*, Seay worked in various sales and management jobs at McGraw-Hill, including his most recent position as district manager for Data Communications. Seay also spent seven years at CCI Communications where he held positions in sales and management. He received a bachelor's degree in psychology from Georgia State University.

Susanna Camp joins *Macworld* as subscription promotion coordinator. She attended Williams College and was enrolled in the Radcliffe Publishing Course.

Kathryn Sheldon joins Information Strategies Group as a research assistant. Sheldon comes from CACI Marketing Systems where she was an associate marketing consultant responsible for analyzing retail and real estate clients' market needs and providing products and services. She received a B.A. from Brown University and is a second lieutenant in the U.S. Army Reserves. Sheldon coaches basketball for 7th grade boys.

Joel Krautheim also joins Information Strategies Group as vendor account manager. He will be responsible for sales of ISG products to vendors and federal integrators. Prior to joining ISG, Krautheim was an advanced systems technology consultant for Businessland. He has a B.T.S.M. in computer systems applications.

As federal account manager for ISG, **George Altevogt** will be responsible for sales to the Army and Navy Department of Defense. Altevogt was formerly with OPI as an Eastern regional manager in charge of sales and marketing primarily for the Department of Defense. He has a B.S. in engineering from the University of Maryland and enjoys baseball, softball and soccer in his spare time.

Stephen Muller joins *Publish* in charge of design and coordination of electronic publishing. A Stanford University graduate, Muller free-lanced as a graphic designer before joining IDG, and lists travel, painting and rollerblading among his interests.

Patrick McGovern and Marcia Blumenthal

10th Anniversary

IDG chairman Pat McGovern recently treated *CIO* editor Marcia Blumenthal to lunch at the Ritz-Carlton in Boston in honor of her 10th anniversary at IDG.

Blumenthal's past positions at IDG include senior editor at *Computerworld*, editor of a line of computer directories at CW Communications and director of editorial services at IDC.

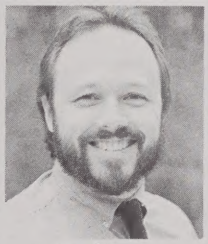
In April of 1987 she was appointed founding editor of *CIO*.

She has a B.A in English literature and writing from The University of Massachusetts/Amherst and an M.B.A. in marketing from Boston College.

Network World Challenges *Computerworld* in Charity Drive

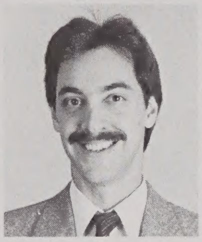
Network World last week challenged *Computerworld* to see which publication can raise more money for the WEEI Radio 590 Fund for the Homeless.

The Boston station's fund assists the many organizations throughout Massachusetts that are trying to handle the growing problem of homelessness. The Fund estimates that there are as many as 10,000 homeless people statewide. In 1989, the Fund raised $500,000 that was distributed to 44 shelters.



J. Gallant

VS



B. Laberis

Network World editor **John Gallant** issued the fundraising challenge to his counterpart at *Computerworld*, editor-in-chief **Bill Laberis**, who graciously accepted. "As IDG and its members prosper, we should share our good fortune with others in the community, particularly during the holiday season," Gallant said. "Despite *Computerworld*'s numerical staff superiority, we're confident we'll win this challenge."

Countered Laberis, "We're certain *Computerworld* staffers will rise to the occasion and outdo *Network World*."

Last year, *Network World* staffers raised nearly $1,600 for the 590 Fund.

Employees in all NW and CW departments are encouraged to participate. For information, contact Bill Laberis or John Gallant.

*Network World editor **John Gallant** submitted this article.*

Test Center Squashes Bug

The InfoWorld Test Center put the recently launched Microsoft LAN Manager 2.0 to the test and uncovered some bugs. These bugs make it difficult to install and run versions of some applications including Lotus 1-2-3, Release 2.2 and Paradox Version 3.0.

According the Test Center's results, the incompatibility with Lotus 1-2-3 Release 2.2 prevents it from finding the subdirectory that contains the Lotus network licenses for a certain number of concurrent users. The other bug prevents the network manager from configuring Paradox for a certain number of concurrent users. When trying to install the network version of Release 2.2, the Lotus license utility, Count, could not find the subdirectory where Lotus stores its license information, even though the directory exists.

Since being informed, Microsoft and Lotus engineers have found a solution to the Lotus problem. Lotus changed how Release 3.1 handles concurrent use, and LAN Manager users will not have the problem with that version.

The Test Center staff encountered the problem with Paradox when trying to install Paradox on the network. According to their finding, they ran a Paradox utility for adding network licenses. However it could not find a file with information on the number of users on the network.

Microsoft will release a patch for LAN Manager that corrects the Paradox incompatibility. It will be available through Microsoft and resellers.

And, according to Microsoft senior product manager David Thatcher, Microsoft will incorporate the fix into the next production copies of LAN Manager in the next few weeks.

Anniversaries

FOURTEEN YEARS
Diane Gamble - LINK Resources

NINE YEARS
Sylvia Stier - IDG Germany

EIGHT YEARS
Cindy Brown - *PC World*
Adrian Mello - *Macworld*
Patricia Navone - *Macworld*
Dennis McLeod - *Macworld*

SEVEN YEARS
Birgit Goetz - IDG Germany
Brigitte Lotz - IDG Germany
Astrid Göpfert - IDG Germany
Irene Holm-Jensen - IDG Denmark

SIX YEARS
Klaus Uhe - IDG Germany

FIVE YEARS
Andrea Kühler - IDG Germany
Klavs Andersen - IDG Denmark

FOUR YEARS
Osmund Iversen - IDG Australia
Marianne Kraus - IDG Germany
Suekran Soydemir - IDG Germany
Sanne Shepherd - IDG Denmark
Martin Taylor - IDG New Zealand

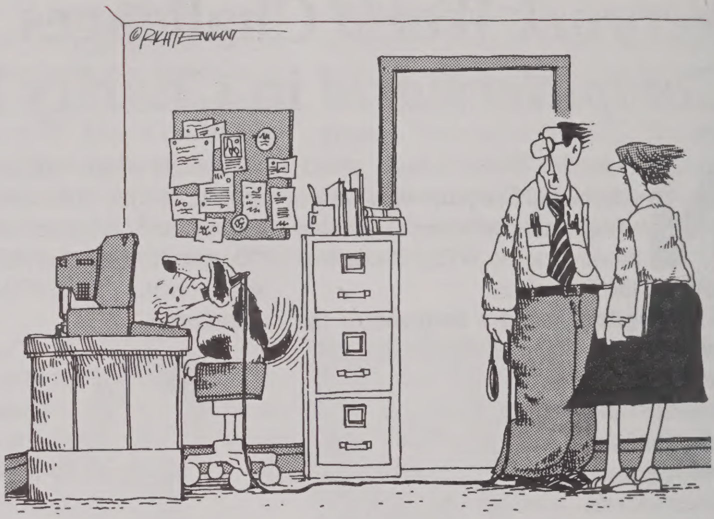
THREE YEARS
Lars Dahmén - IDG Sweden
Piero Todorovich - IDG Italy
Sabine Daehn - IDG Germany
Michael Henriksen - IDG Denmark
Knud Erik Madsen - IDG Denmark
Mary Marshall - *CIO*

TWO YEARS
Burkhard Bierschenck - IDG Germany
Soon-Nim Vogt - IDG Germany
Kimitaka Usui - IDG Japan
Toni Long - IDG New Zealand
Chris Barton - IDG New Zealand

ONE YEAR
Henrik Meerburg - IDG Sweden

Off line

Congratulations to all of our enthusiastic cartoon contest contributors. Winner Ian Cheeseman will receive an official "Off line" T-shirt, and the honorable mention winners below will receive IDG World Update painter's caps. Remember to watch for next week's "Off line" cartoon.



"How much is that doggy doing Windows?"
- **Ian Cheeseman**, Cudaback Strategic Communications

HONORABLE MENTIONS:

"The woman at the pound said he was a pedigreed data retriever."
- **Tom Moran**, *Macworld*

"He's writing our new 'Industry Wag' column."
- **Greg Cline**, Information Strategies Group

"He overheard reporters talking about management throwing us a bone for pay for performance increases."
- **U.N. Owen**, IDG

"O.K., I'll edit his copy but the pooper-scooper is your responsibility."
- **Peter Minor**, World Expo Corp.

"Yup...he rips ways at 87 wpm (wags per minute)!
- **Ken Schiff**, InfoWorld PC Buyer Base

"Apparently ol' Pat forgot to feed him last night. So he's getting revenge by re-routing all of his business flights."
- **Bob Sacco**, *InfoWorld*

"He works like a dog!"
- **Julia Blelock**, LINK Resources

Dick and Jane in the age of high-tech 'See Spot, See Spot Run.'"
- **Sharon O'Brien**, *Publish*

"I'm sorry, we have a full complement of programmers, but there is an opening in sales he might be interested in."
- **Vic Kline**, *InfoWorld*

"Who says you can't teach an old dog new tricks?"
- **Tammy LaDow**, IDG/C Peterborough

"When I was a kid, 'fetch' was something they did with a bone."
- **Laura Janney**, *CW/Hong Kong*

IDG *World Update*

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MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

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Sharon Baker

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Maureen Page

GENERAL MANAGER
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***IDG World Update* is published weekly for the employees of International Data Group. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.**

PC World Benelux Conducts All-Out Campaign Against Virus
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Computerworld Japan Responds to Audience Demand with SISnet
- PAGE 4

Computerworld Donates PC to Child Care Center
- PAGE 6

IDG World Update

VOLUME 20, NUMBER 50

November 26, 1990

IDGC/P Hits the *ON!* Switch

IDG Communications/Peterborough has launched the first consumer magazine devoted to covering the audio, video and computer industries in a single publication.

On November 15, more than 160,000 copies of the premiere issue of *ON!* were delivered to newsstands, bookstores and specialty electronic stores throughout the U.S.

"As technology expands into the home, the integration of these three areas is becoming more and more prominent," noted **Stephen Robbins**, group publisher of *ON!*. "No other source covers all these areas in one publication. We recognized the void in this multibillion dollar market and confirmed our findings through conclusive market research."

Geared toward the rapidly growing consumer electronics industry, *ON!* provides in-depth, up-to-date information on a variety of products including VCRs, video games players, CD players, video disc players, camcorders, speakers, mobile electronics products and big-screen TVs.

ON! will provide an audience of upscale consumers with comparative reviews, coverage of new products, practical tips on using electronic equipment to its fullest potential and reports on new developments and trends in the consumer electronics industry.

The publication will be based in Peterborough, with publisher **Marjorie Costello** working in New York City, where she will be close to both her extensive network of clients as well as the large advertising agencies that deal with major electronics manufacturers.

Costello will be in charge of the editorial, directing a respected team of journalists in the consumer electronics field to deliver accurate, down-to-earth copy that avoids highly technical jargon.

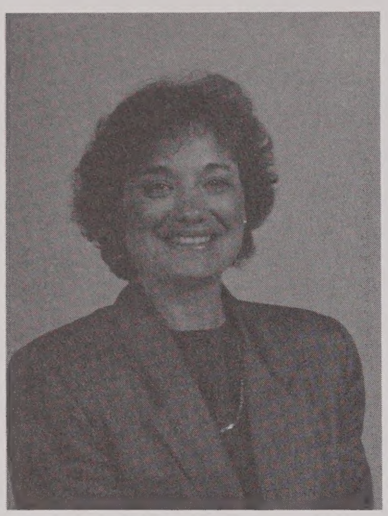
Other members of the staff include marketing director **Wendie Marro** and circulation director **Susan Hanshaw** in Peterborough and associate publisher/national sales manager **Mike Masters** in Totowa, N.J. Design and art direction will also be handled in Peterborough.

ON!'s editorial office is located at 235 East 95th Street, 11J, New York, N.Y. 10128, telephone (212) 735-5770.

Turn to Page 2 for more on publisher Marjorie Costello.

PREMIERE ISSUE
U.S.A. $2.95
Canada $3.95
DECEMBER 1990
Win a $5,000 Dream Home Theater!
VIDEO, AUDIO & COMPUTERS
ON!
FOR WORK AND PLAY
ULTIMATE HOME VIDEO
• Laserdisc—Reasons to Buy Now
• Widescreen TV—A Sneak Preview
LATEST CAMCORDERS
Best and Worst in Features, Formats
OUT OF SIGHT
Speakers

Video's The Game for New *ON!* Publisher



Marjorie Costello

Marjorie Costello, publisher for IDGC/P's newly launched *ON!* magazine, has been involved in all aspects of the video industry for more than a dozen years.

Recognized as an expert in the field, Costello has written extensively on video and consumer electronics, including five books and numerous articles for publications such as *Omni*, *Modern Photography*, *Video Times* and *Home Video*. She can also be heard on radio discussing home video as a regular guest on WJR's *Mid-Day* program in Detroit.

Until recently, Costello was president of Market Tech Associates, a market research and consulting company serving the professional video and consumer electronics industries. Her clients included prominent manufacturers, publishers and trade organizations.

Prior to operating her own company, Costello was editor-in-chief for *Videography*. During her five-year tenure, the magazine was regarded as the top-ranking professional video publication and recognized for its editorial and advertising leadership.

Costello is actively involved as a moderator and panelist in seminars sponsored by leading industry organizations. In 1986, she organized and moderated the American Film Institute's first seminar on home video programming and marketing. Her professional affiliations include membership in the Consumer Electronics and Broadcast Technology Societies of the Institute of Electrical and Electronics Engineers, the Society of Motion Picture and Television Engineers, the International Teleproduction Society and the International Television Association.

Costello has an M.S. in broadcasting and film from the School of Public Communication at Boston University and an A.B. in American Studies from Smith College.

IDG Netherlands Copes With Virus in Complimentary Disk

The offices at *PC World Benelux* were bombarded with phone calls last week after it was discovered that the complimentary floppy benchmark diskette contained in the November issue was infected with a virus.

PC WORLD
BENELUX
Efficiency Beurs
HET GROOTSTE PC-MAGAZINE TER WERELD
Nummer 9/10
Jaargang 7
September/oktober 1990
f 10,50 / Bfr. 200
Databases
Ashton-Tate's dBase IV
CD-ROM wordt volwassen
Programmeren in WordPerfect
Complete Communicator:
Modem, fax en antwoordapparaat
Stertest
ALR Business VEISA
Nieuwe trend:
De personal Laserprinter
Zeven types vergeleken
Gegevens spoorloos?
Norton, PC Tools en File Rescue Plus helpen
1000 Uren Softwaretest:
Reflex
Spreadsheets:
PlanPerfect

Of approximately 15,000 copies in circulation, at least 6,000 issues sold at newsstands included the diskette with the virus.

The first sign of the virus attack — identified as Cascade 1701/1704 Version B — appeared on Nov. 9, when major users discovered the virus during standard testing procedures. At an early stage, IDG management instigated a local police investigation that, to date, has not uncovered the origin of the virus.

Also known as Fall, the virus causes letters to drop down to the baseline of the monitor as soon as it is activated. Described as an indirect action file virus, it multiplies itself in COM files but does not erase the hard disk or software.

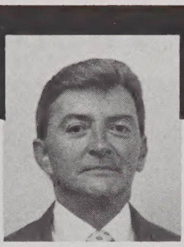
On November 12-13, national newspapers and radio ran stories on the *PC World* virus attack. *PC World Benelux* editor-in-chief **Koos de Lange** and **John Vanderaart**, a contributor to the magazine who delivered the free benchmark program, went on national television on Nov. 12 to explained the virus situation.

Fortunately, the problem is under control and 99% of the readers have been informed. Dutch software house ScrypSys, which specializes in computer security, has developed an anti-virus program that is currently being distributed to *PC World* readers.

This report was filed by ***Willem Koole****, editorial director for CW Netherlands, and PC World Benelux editor-in-chief* ***Koos de Lange****.*

On line

ASK WALTER



Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via fax number (617) 423-0712 or BusinessTalkD.Butler.*

Q How do you think the recent reunification of Germany will affect IDG operations in that country?

A Eventually, the reunification of Germany will greatly expand our potential market in that country. Obviously, it is going to be slow going, as it will take some time for the economy in the former Eastern sector to get up to steam and for both government and the private sector to shake out all of their problems.

Initially, it certainly opens up greater exposition and conference opportunities and will, of course, add a substantial subscriber base to their publications. However, on the advertiser side it will be some time, in my view, before there are substantial numbers of "new" advertisers appearing on the scene.

Q Ziff-Davis has reached into the conference management arena with its recent purchase of the Seybold group. What kind of impact will Ziff's involvement have on IDG's conference activities abroad?

A As a single event, I don't believe that Ziff-Davis's purchase of the Seybold Group will have any impact on IDG conference/expo activities. The conferences being run by Seybold are certainly very good, but they are quite small and concentrate on small, niche markets.

Ziff-Davis has, however, made public statements that they want to get into the conference and exposition business in a big way, but we know that the establishment of a major new exposition event takes at least 18 months and that there are myriad problems in getting appropriate sites, building good conference programs, selling exhibitors on a new event when there are so many existing shows, etc. Also, Ziff does not have the worldwide network of publications that IDG enjoys, and even in the U.S. they do not serve as many markets that could support such events.

It is never smart to underestimate the competition but they will have a long way to go to catch up or try to surpass IDG in this very lucrative and important area. We've been at it for a number of years and started on a very major expansion more than a year ago so we definitely have the edge. During this present fiscal year, the World Expo Group will produce some 35 shows on a worldwide basis made possible by our global publication networks.

Q How will you identify key acquisition targets, and how do you see those translating into new opportunities for IDG employees?

A As mentioned before, there are not a lot of opportunities in our traditional areas, but we do have a director of new business opportunities, **Kelly Conlin**, who is constantly looking at what's available and what isn't available but might be appealing.

In terms of new or greater opportunities for IDG employees, I believe that they will be much greater with our start-ups (of which we plan to have many). One of the major problems that quite often ruins acquisitions is that the new owners aren't smart enough to keep their hands off for an appropriate period of time required to learn the new business/market and wind up making a lot of decisions not based on market or customer needs. And that is a surefire formula for disaster.

Q Could you elaborate on some of the highlights from the Worldwide Managers Meeting in La Quinta?

A Even though we have yet to receive the tabulations of our formal survey of attendees, there is no doubt that the meeting was a success. We had a very stimulating and rewarding two-and-a-half days together. I am convinced that our attendees represented what is probably the most dynamic group of worldwide publishers that has ever been assembled.

You could feel the energy level at each of the sessions that ranged from product line meetings to a very incisive presentation of the FY90 financials and outlook for FY91 by **Susan Petrie** [director, financial analysis and planning], a tremendous presentation on the importance of editorial and market research that was prepared by **Kathy Dinneen** [vice president, IDG Communications Research], who unfortunately was not able to attend the meeting, right through to a brilliant multimedia spectacular on how the market perceives IDG publications that was developed and presented by **Kelly Conlin**.

And, of course, the social highlight was, as always, Pat McGovern's exciting, entertaining and quite moving Chairman's Dinner that accompanies the various awards for excellence within IDG.

CWJ's SISnet Gets Readers, Editors Talking

Strategic Information Systems (SIS). It has the Japanese IS community talking these days, and *Computerworld Japan* has a plan to get IS managers, users and experts talking with its editors.

By the end of the year, SISnet will be available as a Public Forum on NIFTY-Serve, the fastest-growing public network in Japan. NIFTY-Serve is a licensee of Compuserve and now has over 140,000 users throughout the nation.

IDG Japan is fortunate to have the guidance of Professor Mitsuo Takahashi of the Graduate School of Systems Management at the University of Tsukuba, Tokyo. Professor Takahashi is well-known in the computer field and will take on the duties of systems operator for SISnet: selecting information to put on the network, fostering discussions among readers, scheduling conferences on special topics and answering questions.

Professor Mitsuo Takahashi discusses the capabilities of SISnet with Jim Povec, president of IDG Communications Japan.

> ***Computerworld Japan* welcomes suggestions from IDG staff around the world about information to include on the network, such as calendar listings of conferences, shows.**

Professor Takahashi will invite other well-known experts in both academia and business to join SISnet. "We should offer network users the chance to discuss ideas directly with them," he said.

To offer valuable information for users to access, *Computerworld Japan* plans to draw on feature articles on the strategic use of information systems from *CIO* and *Computerworld*'s Management Journal, among other sources. Professor Takahashi will monitor the IDG News Service for computer industry developments that may be of interest to local readers.

Much of the material will be translated into Japanese, although most Japanese computer professionals can read English. There is a very high interest among this group in information from overseas. *Computerworld Japan* welcomes suggestions from IDG staff around the world about information to include on the network, such as calendar listings of conferences, shows and seminars.

Computerworld Japan anticipates that SISnet will position *CWJ* as a publication that focuses on SIS and serve as a way to both build loyalty among its current readers and attract new readers. SISnet will also enable *Computerworld Japan* readers to respond to the editorial content with letters to the editor and reactions to the coverage, allowing the staff to stay close to the concerns and needs of its audience.

The staff predicts that the forum should be a rich source of leads and ideas and an indicator of what to focus on in the strategic information systems market.

***Anne Ryder**, projects manager at IDG Communications Japan, filed this story.*

Human Resources News

NEW POSITIONS THIS WEEK November 26, 1990

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

SENIOR EDITOR (NWW)

Will cover the local-area network (LAN) beat, manage the publication's LAN section, as well as report on how LANs and personal computer communications are reshaping the corporate information systems environment. Position offers high visibility in a rapidly growing segment of the high-technology industry. Requires significant writing and reporting experience.

SECONDARY MARKET ANALYST (TISC)

Will survey the secondary market for trends in equipment values, interview PBX vendors on product announcements, advise clients on strategies for PBX implementation, and assess the impact of technology innovations such as ISDN. Requires technical or operational knowledge in one or more of the following PBX vendors: AT&T, Mital, NEC, Northern Telecom and Rolm; also, experience in equipment appraisals, brokering of used equipment, leasing or other support services to the PBX marketplace, good interpersonal skills, and the ability to write effectively.

SENIOR RESEARCH ANALYST (IDC)

Will produce quantitative and qualitative research on the market for Unix-based systems, perform competitive analyses of Unix companies and products, conduct and analyze primary research on user migration to open systems, and work closely with Unix clients to meet their specific research needs. Requires a bachelor's degree and related industry experience, strong analytical and writing abilities, excellent communication skills, and client orientation are critical.

FEDS PERSONAL COMPUTER MARKET SEGMENT MANAGER (ISG)

Will act as the point of contact for all FEDS personal computer (PC) industry clients, receive all inquiries from PC clients and ensure all responses are complete, develop new FEDS documents in response to PC client inquiry, add to FEDS knowledge base servers, assist sales in developing new sales material, attend pre-sales prospect meetings as the FEDS research representative, develop major reports on the PC marketplace as defined by client inquiry, generate reports on a quarterly basis, develop new electronic database for use by all FEDS researchers, prepare and deliver a market direction paper at ISG conferences. Requires an Engineering degree, Federal information technology sales or marketing experience, as well as proficient WordPerfect 5.0, Dbase III, and Lotus 1-2-3 experience.

ADMINISTRATIVE ASSISTANT (PCW)

Will provide back-up relief to reception area, assist office services with mail shipping and receiving on an as-needed basis, maintain copy room, print rooms, terrace, and storage area, and assist accounting with general clerical duties. Requires a service oriented person with attention to detail, ability to remain flexible, and good communication skills.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/FSC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Volpe	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge/ Sheila O'Brien	
	(603) 924-0100	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610x621

Job Opportunities

Revised: November 26, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	International Sales Manager (2)	IMS, Framingham,MA	Perry/Soule	(508)875-5000
IDG	Assistant to the President	*News Group*, Framingham, MA	D. Hill	(617)423-9030
IDG	Credit Analyst	Framingham, MA	M. Cornetta	(508)935-4734
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	Perry/Gallant	(508)875-5000
NWW	New Products Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Administrative Assistant	*NetworkWorld*, Mountain View, CA	A. Rana	(415)691-0525
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
TISC	Workstation/PC Analyst	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Dir.Midrange Systems/Server Res	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Secondary Market Analyst	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Network Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Senior Account Executive	Framingham, MA	M. Deutsch	(508)935-4348
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Research Associate (3 temporary)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Senior Analyst	Framingham, MA	S. Spengler	(508)935-4356
IDC	Senior Research Analyst	Framingham, MA	M. Konner	(508)935-4636
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
ISG	FEDS PC Market Seg. Manager	*IDC/W*, Washington, D.C.	B. Deller	(703)8930833
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Copy Editor (2)	Framingham, MA	J. Chutchian	(508)879-0700
CWPI	Director, Human Resources	Framingham, MA	M. Stephens	(508)935-4568
IDG/P	Regional Sales Manager (2)	*GamePro*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Group Manufacturing Assistant	Peterborough, NH	S. O'Brien	(603)924-9471
IFW	Sales Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Reviews Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	PC Training and Support Specialist	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Product Hardware Specialist	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Product Software Specialist	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
PCW	Marketing Communications Mgr.	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Senior Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Copy Chief	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Technician	*PCWorld*, San Francisco, CA	N. Noble	(415)978-3361
PCW	Promotion Coordinator	*PCWorld*, San Francisco, CA	D. Matteo	(415)978-3107
PCW	Administrative Assistant	*PCWorld*, Los Angeles, CA	S. Van Leuven	(415)978-3264
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	P. Murphy	(415)978-3365
PUB	Senior Editor	*Publish*, San Francisco, CA	J. Martin	(415)833-3297
PUB	Senior Technical Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)833-3278
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345
MAC	Editorial Assistant	*MacWorld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Editorial Assistant	*Macworld*, San Francisco, CA	J. Logeth	(415)978-3349
MAC	Editorial Assistant	*Macworld*, San Francisco, CA	S. Stefanac	(415)978-3346
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000

Data Show Yields Big Results for IDG Japan

Macworld Japan **president David Ushijima, IDG chairman Pat McGovern, IDG Communications/Japan president Jim Povec (seated, L-R) and the IDG Japan staff enjoy a relaxed moment in the office after the hectic, but highly productive, Data Show in Tokyo.**

The Data Show, the largest computer show in Japan, yielded big results for IDC Communications Japan. Not only was *Computerworld Japan*'s October 22 Data Show issue the biggest issue ever, it also drew thousands of new subscribers.

From October 22-25, 200,000 people flocked to the Harumi exhibition site near Tokyo Bay to stroll among close to 200 exhibition booths. The staff of *Computerworld Japan* put on a great promotional effort that resulted in nearly 4,000 new subscribers.

According to circulation director **Takehito Sakurai**, the Data Show was the greatest promotional success in *Computerworld Japan*'s history, even surpassing a software show in September at which 1,500 new subscribers signed up.

Sales and circulation staff, including **Yuko Yamamoto, Hitoshi Ando** and **Sachiyo Masumoto**, were tireless in handing special show copies to passersby and explaining *Computerworld Japan*'s unique Strategic Information Systems (SIS) editorial focus (see article p. 4). Many attendees took a look at the special show issue, with its comprehensive Hardware Roundup product chart and then immediately filled out a form for a free trial subscription.

The Data Show issue was twice the size of a normal issue and was the result of substantial overtime work by the editorial staff, including extras editor **Kazuhiko Kajihara** and production coordinator **Yoko Nishii**. Production assistant **Tomoko Iwama** worked long hours designing and producing the product chart, and editorial assistant **Kanae Shimizu** helped compile the chart information.

A great factor in the recent successes of *Computerworld Japan* is the very dedicated editorial staff, including **Yoshimoto Matsuura** and **Yoshitomo Fukuda**, PC / workstations editors; **Kimitaka Usui**, large systems editor; **Kaoru Sunada**, software and management editor; **Shuko Goto**, international editor and **Yasuo Tachibana**, networking editor.

Their hard work and long hours have resulted in a much stronger publication since April 1990, when *InfoWorld Japan* and *Publish! Japan* were folded into *Computerworld Japan*. The SIS orientation recently established by president **Jim Povec** has drawn new interest from both advertisers and readers.

One measure of the increased reader interest is that the Data Show Hardware Roundup included a questionnaire fax form for readers to respond with their opinions on the special issue and on *CWJ* coverage in general. The first fax form was received at the editorial office only 30 minutes after the issue hit the streets and dozens more are arriving every day.

IDG chairman **Patrick McGovern** visited the office on October 26 and congratulated the staff on the Data Show issue. He noted that *Computerworld Japan* faces tough competition, and therefore its recent successes are something in which the staff can take special pride.

Anne Ryder, projects manager at IDG Communications Japan, filed this story.

More Trees for Macworld Grove

On November 10, more than two dozen *Macworld* employees planted acorns in the portion of the California nature preserve that *Macworld* adopted earlier this year. Thanks to their efforts, 3,000 more trees will be growing in this important ecological area.

The reforestation project is just one element of the comprehensive conservation, recycling and environmental restoration program recommended by the Macworld Conservancy Committee.

After a hard day's work, the *Macworld* volunteers feasted on a spaghetti dinner and tapped their tired feet to the rhythm of a bluegrass band.

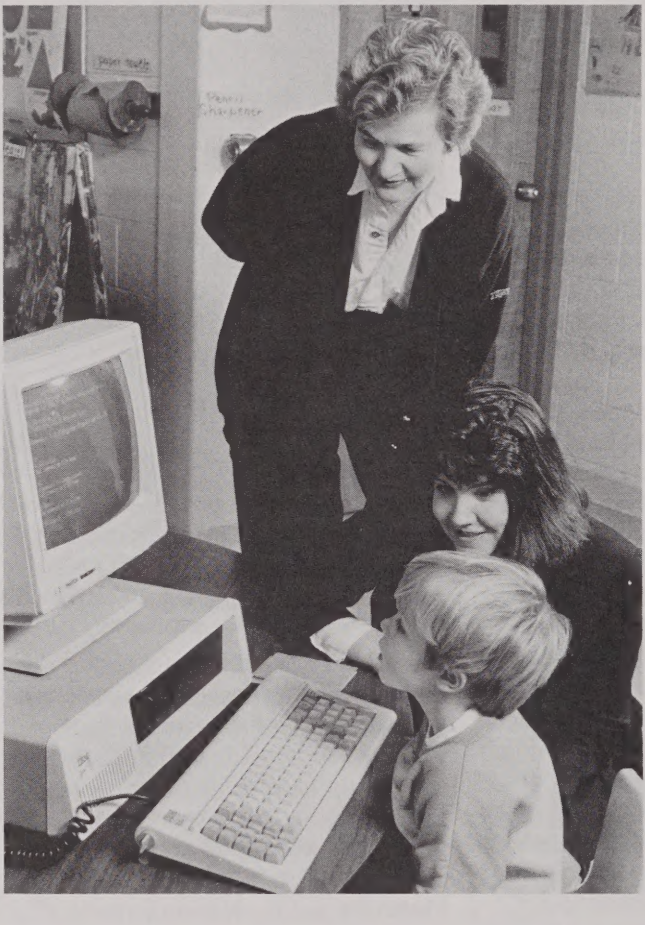
Computerworld Donates PC to Childcare Center

In keeping with the company's longstanding commitment to computer literacy, *Computerworld* president and publisher **Fritz Landmann** and director of information Systems **Linda Nelson** recently donated an IBM PC XT to the MetroWest YMCA Childcare Center.

"*Computerworld* has always strived to keep the American business community abreast of cutting edge computer technology," said Landmann. "In the same spirit, this gift of the IBM PC XT enhances the computer education opportunities available to the youngsters here in our own neighborhood."

Over the past several years, *Computerworld* staff and their pre-schoolers have enjoyed the high-quality care the MetroWest YMCA Childcare Center has consistently provided. When they became aware of the center's needs, the gift of the IBM PC XT seemed like the ideal way to show their appreciation.

"The children will use the IBM PC XT to become familiar with personal computers and to work on reading and math readiness skills," noted center director Betty Grant. "Working on the computer will be a fun new way for the children to learn."



Computerworld **director of Information Systems Linda Nelson (middle) and MetroWest YMCA Childcare director Betty Grant help 5-year-old Danny Cusack learn about the IBM PC XT that *Computerworld* donated to the center.**

Noteworthy !

Martin Jokovsky joins *Digital NEWS* as Buyer's Guide editor where he will be responsible for assembling the Buyer's Guide for each issue. Prior to joining IDG, Jukovsky worked for Bull HN Information Systems as a technical editor and writer in charge of editing technical and promotional materials and writing and assembling proposal handbooks. Jokovsky received a B.A. from City University of New York and majored in film technique. He enjoys reading, films, history and photography.

Also new to the staff at *Digital NEWS*, **Timothy Hale** joins as sales representative responsible for contacting, selling and closing prospective advertisers. Hale attended Keene State College in N.H. and received a B.S. in management. He enjoys running, hiking, skiing and team sports.

Kenneth Kaplan joins *Federal Computer Week* as vice president of sales. Previously he was publisher for *Long Island Monthly*, a CMP publication. Kaplan graduated from the University of Pittsburgh with a B.A. in history and attended New York University for graduate business studies. Kaplan has a pilot's license and lists photography, tennis and painting among his interests.

Writing and editing feature articles are **Charles Piller**'s new reponsibilites as *Macworld*'s associate editor for features. Before joining *Macworld*, Piller wrote and edited for a weekly health sciences newspaper. He has a B.A. in psychology.

CIO Wins Design Award

For the second consecutive year, *CIO*'s design team captured an Ozzie award for design excellence. Art director **Mary Lester Marshall** and designer **Moira Gillis** competed against more than 1,300 entrants for the prestigious award sponsored by *Magazine Design & Production*.

CIO was honored with a Silver Award for the August 1989 *CIO 100* issue in the category of Best Special or Single Issue Design, Trade (under 100,000 circulation) and received an honorable mention in the Best Overall Design, Trade category.

The editorial department of *CIO* has also received industry kudos. An article for the November 1989 issue profiling Santa Monica's computer network, "The New, Improved Government Input Device" by **Louise Yarnall**, has been nominated for the Excellence in Technology Communications Award. Editor **Marcia Blumenthal** will be attending the Awards presentation ceremony on December 8th.

IDC Bikers Hit The Road

People driving past Heard Pond in Wayland, Mass. on October 31 were treated to a strange scene: a group of 12 unusually attired bike riders enjoying a gourmet picnic lunch. The group, participants in IDC's first Halloween Marathon Bike Ride, met at the pond near the IDC Framingham office for costume judging and lunch.

In a hotly contested battle, senior research analyst **Mary Conti-Loffredo**, cleverly disguised as a pumpkin, won the prize for most original costume. She edged out systems manager **Maggie Konner**, who masqueraded as a gypsy.

After lunch, the hardy group, led by CEO **Axel Leblois**, embarked on a 26-mile soujourn, which all riders claimed to have handled with ease.

The event was a rousing success thanks to the extensive planning and effort of communications director **Doug Gold** and his committee. Everyone is already looking forward to next year's contest.

IDC vice president of U.S. sales & administration ***Larry Bishop*** *contributed this story.*

Chief Axel Leblois congratulates costume winner Mary Conti-Loffredo.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week of November. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Laura Kunzmann - IDG Germany
Len Rust - IDC Australia

EIGHT YEARS
Jayne Boyer - *Publish*
Pat Murphy - PCW Holding Co.
Niki Stranz - *Macworld*

SEVEN YEARS
James Connolly - CW Publishing

SIX YEARS
Eric Brown - *PC World*

FIVE YEARS
Alastair James - IDC Australia

THREE YEARS
Claudia Smukler - *Macworld*
Florence Battye - IDC Australia
David Noble - IDC Australia

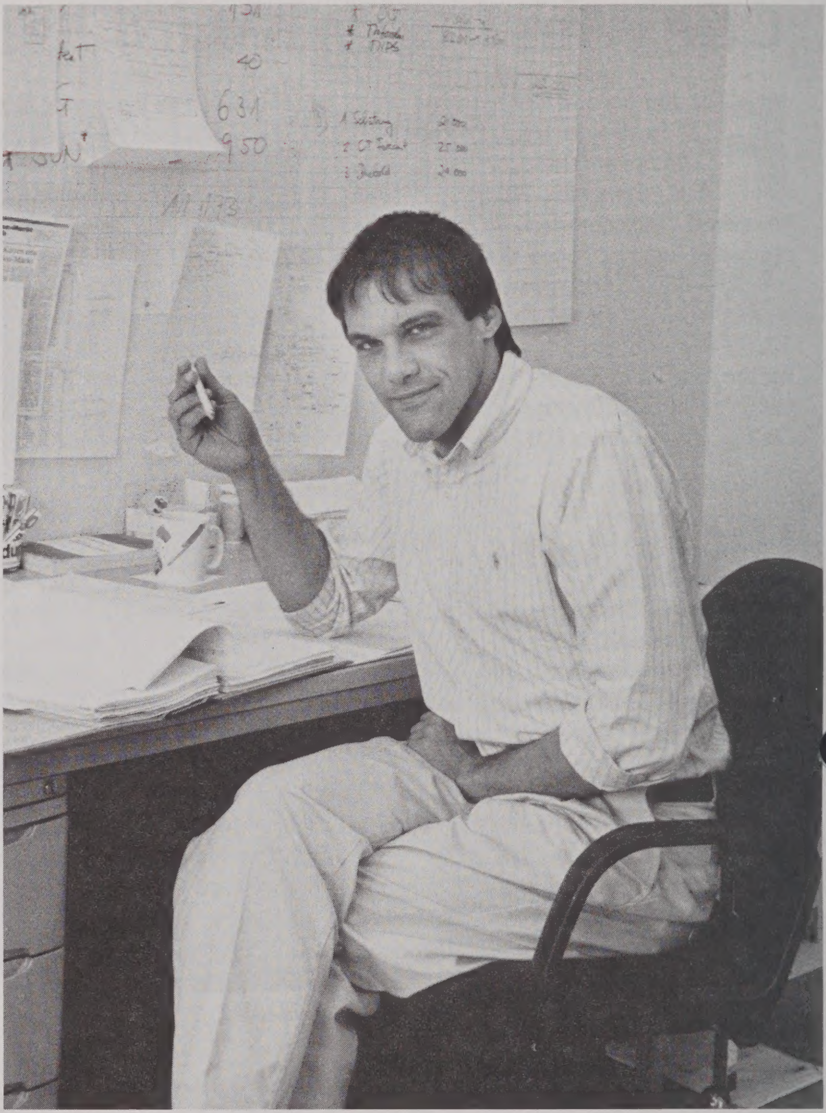
TWO YEARS
Titus Wong - PCW Holding Co.
Susan Collins - *Network World*
Elizabeth Heichler - *Digital NEWS*
Sally Reinfeld - IDG
Michael Cleary - IDC Australia
Jan Hellen - IDC Australia

ONE YEAR
Maria Luisa Romiti - IDG Italy
Patricia O'Rourke - *Network World*
John Stange - ITI
Paul Konstadt - *CIO*
Linda Clinton - CW Publishing
Diane Frampton - IDC Australia

Do-ers profile

Hajo Christ

- **PROFESSION:** Researcher, IDC Germany
- **HOME:** Zeilsheim, Germany
- **DREAM VACATION DESTINATION:** Nepal
- **FAVORITE VACATION SPOT:** "I used to like going for the sea, beach and sun outside Germany, but recently I've been more interested in Germany itself."
- **LAST BOOK READ:** *The Hurricane* by James Clavell
- **CELEBRITY YOU'D MOST LIKE TO MEET?** Tina Turner
- **SOMETHING YOU CAN'T DO BUT WISH YOU COULD?** Play competitive sports like football and volleyball due to a knee injury.
- **FAVORITE FOOD?** "There's no special food I like. Food is the whole atmosphere: good eating, good drinking, good conversation."
- **LATEST ACCOMPLISHMENT:** A report on work-stations.
- **GOAL IN LIFE:** "I haven't really defined it to a special aim. To see every day, to have the feeling that you're lucky... After a day, it's important to say that it's been a good day."



IDG World Update

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10th Anniversary for *China Computerworld*
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Circulation on the Rise for *Portable Office* Starting Next Month
- PAGE 7

IDG World Update

VOLUME 20, NUMBER 49

November 19, 1990

Little Time, Lots of Work in La Quinta

IDG managers from around the world gathered for two days of intense meetings at the annual Worldwide Managers Meeting Nov. 7-9 in La Quinta, Calif.

The meetings opened on a festive note with confirmation of record earnings in 1990, extraordinary growth and bright prospects for the new fiscal year just under way.

The meetings, which have previously lasted as long as a week, squeezed into those two days a busy schedule that included: reports on IDG's success in fiscal 1990, the worldwide outlook for the year ahead, success stories from 1990, trials and tribulation from the past year and what can be learned from them, workshops on new research and new product opportunities, reports on new products and divisions, and product line workshops for *Computerworld*, *PC World*, *Macworld* and *Network World*.

Many presentations made use of the latest multimedia technology on the Macintosh to combine graphics and video.

Beyond the formal sessions, the Worldwide Managers Meeting also offers IDG managers the chance to meet with their international colleagues to swop ideas,

- SEE PAGE 4

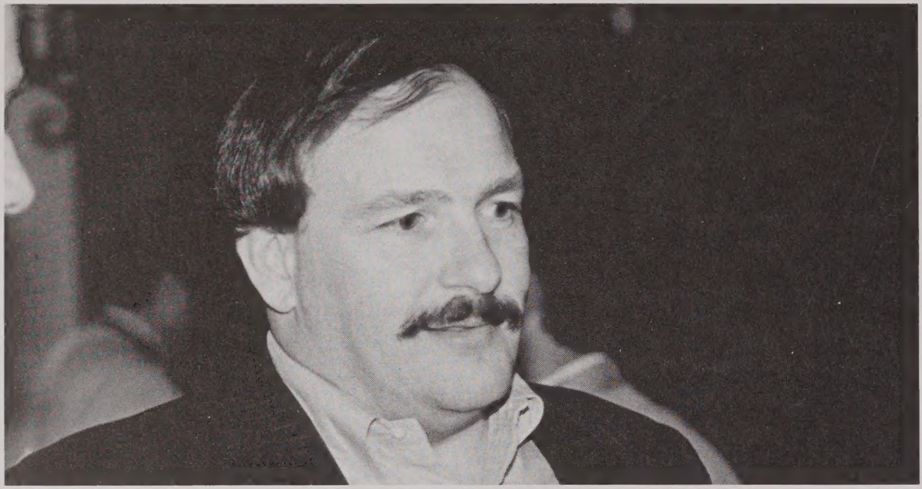
Managers strike a familiar pose during the Worldwide Managers Meeting.

Hansen Earns Chairman's Cup

Morten Hansen , IDG Norway

Morten Hansen, general manager of IDG Norway, was awarded the 1990 IDG Chairman's Cup for overall excellence at the Worldwide Managers Meeting in La Quinta. Hansen unveils the five key factors responsible for IDG Norway's success on page 5.

Introducing the 1990 IDG Chairman's Award



Best new publication launch:

Roger Murphy for *GamePro*

Largest percentage increase in ad revenue :

Preben Engell for *CAD-CAM World* Denmark

Largest percentage increase in subscription revenue:

Bengt Marnfeldt for *Macworld Sweden* (132 percent)

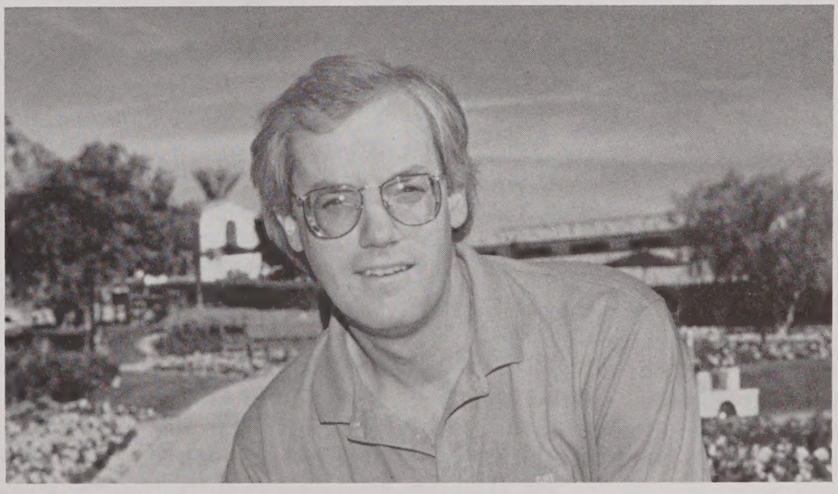
Winners from the Worldwide Managers Meeting

Largest gain in market share:

Francois Chaussonniere for *Distributique* (20 percent)

Entrepreneur of the Year:

Gordon Haight for Integrated Media (*Publish*)



Greatest improvement in profit margin:

Dave Egan for *Digital News* (26 percent)

Calendar 1 2 3

- **DECEMBER 5-8**
  Communication Networks/Korea
  Korea Exhibition Center (KOEX)
  Seoul, South Korea

- **DECEMBER 13**
  IDG Board of Directors Meeting
  Boston, Mass.

- **JANUARY 10-13**
  Macworld Expo
  Moscone Center and Brooks Hall
  San Francisco, Calif.

- **JANUARY 29-31**
  Communication Networks
  and Network Computing Forum
  Washington Convention Center
  Washington, D.C.

- **FEBRUARY 11-12**
  European Managers Meeting
  Prague, Czechoslovakia

- **FEBRUARY 13-14**
  CW Product Line Meetings
  Prague, Czechoslovakia

- **FEBRUARY 14-16**
  Macworld Expo/Tokyo
  Nippon Convention Center
  Tokyo, Japan

- **FEBRUARY 15-16**
  PC World Product Line Meetings
  Prague, Czechoslovakia

- **FEBRUARY 28**
  IDG Board of Directors Meeting
  Boston, Mass.

- **MARCH 12-14**
  Macworld Expo/Birmingham
  National Exhibition Center
  Birmingham, England

Global Networks Team On Video

Thanks to the interest of the American Management Association (AMA), *Global Networks* may debut on video before it appears in print.

The AMA recently interviewed managing director **Steve Moore**, publisher **Gary Beach** and art director **Diane Barrett** for a segment of "Smart Risk Taking," a video program that examines how to evaluate and take carefully chosen risks to achieve growth in a career or in life in general.

The IDG portion of the video focuses on innovation within a corporation: Moore's idea for *Global Networks* and the decision making involved with the proposal, acceptance and preparation for the launch. The video's other segments profile round-the-world sailor Dodge Morgan and a nurse who decided to become a plastic surgeon.

According to Moore, the interviewer was particularly interested in discussing personal risk vs. corporate risk and what elements within the company's structure allow for start-up opportunities. Moore credited the action-oriented "let's try it" corporate value as a key to initiating the project.

Beach said that in addition to discussing how to handle risk as a manager, he talked about the impact of a decentralized structure on decision making. "With the freedom of decentralization goes the responsibility of having to accept risk," Beach noted, adding that the decision to go for a launch is always backed up by substantial research.

The AMA also looked at the in-house production process, filming Barrett at work on the cover for the first issue due out in March.

The video, which will be available in February, is part of the AMA's "FYI" educational video line targeted to all levels of managers in a wide range of industries.

Global Networks™

Meeting

- FROM PAGE 1

advice, suggestions and solutions. At the annual Chairman's Dinner, always a highlight of this meeting, IDG honored its outstanding managers for accomplishments in 1990. Leading the list of honorees was **Morten Hansen**, general manager of IDG Norway, who was awarded the Chairman's Cup for overall excellence.

IDG president **Walter Boyd** declared this, the 12th annual meeting, the best ever. He told the attendees he believes those "at this year's meeting make up the most sophisticated and most powerful team of publishing executives that the world has ever seen."

Chairman **Pat McGovern** saluted his managers not only for their knowledge and skills in publishing, but also for their ability to attract and hold extraordinarily talented staffs in their companies.

IDG Norway's Hansen Wins Chairman's Cup

It is no coincidence that the man whose company was showcased as one of the success stories of 1990 was also honored with the IDG Chairman's Cup for overall excellence. Morten Hansen, general manager of IDG Norway, described for the IDG managers what has produced such excellence in his company.

Hansen places great emphasis on employee motivation. A good atmosphere throughout IDG Norway is fostered with small dedicated work groups, competitive compensation plans, social activities and clearly defined responsibilities. Clear responsibilities means sales is busy selling, editors are busy writing and production is busy producing the products.

To gain that extra measure of profitability, Hansen and his staff are constantly on the lookout for new opportunities to "commercialize their know-how."

For instance, *Computerworld Norway* is now the official newspaper of every major computer show in Norway. Reprints are another source of extra revenue.

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MORTEN
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VIKING
8-8-90

Hansen's plans for the future are to continue expanding in a country where "small is beautiful." He lists as his three priorities: grow through the introduction of new product centers; reduction of overhead and blocking the competition.

Hansen listed five key factors responsible for IDG Norway's success:

•DEPARTMENTAL RESPONSIBILITIES:
Each department has clearly defined responsibilities that all team members understand and aim to fulfill.

•PRODUCT CHAMPIONS:
Every product at IDG Norway has a product champion who accepts complete responsibility for the product's success.

•IN-HOUSE PRODUCTION:
All production except the actual printing of issues is done within the company.

•SMALL, FLEXIBLE ADMINISTRATION:
Hansen's staff likes to remind him that administration is the only cost center left! All other projects are profitable.

•EXCELLENT EMPLOYEE RELATIONS:
An open, cooperative relationship with all employees fosters cooperation, satisfaction and success.

China Computerworld: 10 Years of Growth

China Computerworld celebrated its 10th anniversary on October 23 at the Great Hall of the People in Beijing. More than 500 people, including government officials, industry executives, well-known computer scientists and computer users attended the ceremony.

Xu Jinshou, chairman of *China Computerworld*, and **Pat McGovern**, vice chairman of *CCW*, paid tribute to their cooperative relationship during the past 10 years.

"*CCW* has developed rapidly along with the healthy development of the IT industry and technology in China," Xu Jinshou said. McGovern praised the close ties between IDG and its Chinese partners and quoted a Chinese saying: 'as distance tests a horse's strength, so time reveals a person's heart.'"

Through the efforts of the entire *CCW* staff, *China Computerworld* has attained impressive results. In recognition of their achievements, McGovern presented a silver cup to. **Shen Yao**, *CCW*'s general manager.

Zeng Peiyan, a prominent government minister, commended *CCW* for its publishing success as well as its contributions to the community. He said that the company's activities have served as an example of the changing policy in China as well as a symbol of the economic and technical cooperation between China and the U.S.

Another government minister spoke about one of the company's community projects, the CCW scholarships, and announced the names of this year's scholarship winners. The awards ceremony for the program, now in its second year, will be held at the appropriate universities and colleges.

Pat McGovern and Shen Yao

Noteworthy!

Mads Christensen, a journalist and reporter with *Computerworld Denmark*, has been promoted to editor of *Communications World* and *Unix World.*

Alexa McCloughan joins IDC as vice president Financial Services, in charge of products for the financial community. McCloughan comes to IDC from Goldman Sachs where she was a securities analyst for the data storage and CAD/CAM/CAE industries. Her immediate task is to work with analysts to develop a product strategy for the financial community and a compensation scheme for individual program P&L's. McCloughan received a B.A. from Franklin & Marshall College in Lancaster, Penn.

Monica Wilbur joins *GamePro* as a receptionist. Previously, Wilbur worked at Terri Boots Graphic Design assisting the designer with projects. A graduate of the University of San Francisco and the Academy of Art College, Wilbur received her B.F.A. in liberal arts and graphic design. She enjoys painting, writing and exercise.

Formerly the promotions manager at WCRB in Boston, **Dolly Hiller** joins IDG Peterborough's *Portable Office* as a marketing manager. Hiller received a B.A. in Spanish from the University of New Hampshire and lists ballroom dancing, tennis and skiing among her interests.

Rebecca Boswell joins IDC as copy editor, responsible for editing all bulletins and reports. Boswell was previously with ITI as a telephone marketer. She received a B.A. in English and Spanish and enjoys the performing arts.

Formerly an IDC employee for 10 years, **Karen Weston** rejoins IDC as group operations coordinator for IDC's desktop computing group after a two-year absence. In her new position, she will be responsible for supporting business operations.

John Barons joins *Network World* as a Level I copy editor. He has a B.A. in English from Salem State College, where he helped edit the campus newspaper.

Lauren Smith joins the IDG International News Group as marketing assistant for the IDG PR Service. She is responsible for assisting general manager **Craig Pierce** with the launch of the PR Service, and also handling data entry of press releases, phone inquiries and mailings. Smith received a B.A. in English from the University of New Hampshire and enjoys reading and figure skating in her spare-time.

Tuseda Graggs, a reporter at InfoWorld, comes to IDG from the *Vallejo* (Calif.) *Times-Herald,* where she was a reporter in the newspaper's business section. She holds a B.A. in journalism from San Francisco State University and is enrolled in a sociology master's program. Outside the office, Graggs enjoys stamp collecting and writing short stories.

PC World welcomes two new employees. **Renee Callahan** is an account manager covering southern California, Arizona and New Mexico. A former regional manager in the southwestern U.S. for Cahners Publishing, Callahan can be found on the golf course during her off hours.

Roberta J. Aberle has been hired as an administrative assistant in the advertising department. She was previously an advertising assistant for *Neonatal Network,* a professional nursing magazine. Aberle has a B.A. with a concentration in English from Colorado State University and is an avid exerciser, reader of classics and New Age music listener.

Advanced Technology Feature Added to *CW*

In an effort to address the growing need to assess and evaluate new technology, *Computerworld* has produced a number of new features during the past year. These include the monthly Buyers' Scorecard and product benchmarks, as well as the weekly Advanced Technology page. The number of Product Spotlights will also be expanded in 1991.

One of *Computerworld*'s November 5 editorials heralded the premiere of Technology Analysis, a page positioned as a comprehensive analysis of important new products. According to *CW*, "Tech Analysis combines a digest of findings of the best product testing laboratories with the insightful analysis of industry experts, Wall Street watchers and user input to yield a truly complete technology assessment."

The first Tech Analysis looked at Microsoft Corp.'s Windows 3.0. The section will run every other week through December and weekly thereafter.

COMPUTERWORLD TECHNOLOGY ANALYSIS

Portable Office Ups Circulation

The numbers are going up to six digits at *Portable Office*. Circulation director **David P. Raether** announced recently that the publication will increase its circulation rate base to 100,000 beginning with the January 1991 issue.

"Actually, we're delivering a circulation of nearly 85,000 on the December 1990 issue," Raether said. "And, we're projecting an average circulation of 101,533 beginning with the January issue."

Portable Office, published by IDG/C Peterborough, is the only publication exclusively serving the portable technology marketplace with a circulation audited by Business Publications Audit of Circulation, Inc. Average qualified circulation for the six months ending June 1990 was 76,141.

According to associate publisher **Brenner Fuller**, *Portable Office* is enjoying a 50% increase in ad pages over last year's levels, whereas page counts in its direct competitors are down.

10th Anniversaries Celebrated

Nine staff members who have helped shape *China Computerworld* since its founding in 1980 celebrated their 10th anniversaries in October. Over the years this loyal group has attained key positions; all of them contributing to the success of *CCW*.

In the words of deputy general manager **Tang Baoxing**, they have "witnessed the growth of *CCW* from a seed to a big tree." The publication has an 80% market share in mainland China.

热烈庆祝计算机世界成立十周年
CELEBRATE THE 10TH ANNIVERSARY OF CHINA COMPUTERWORLD

***China Computerworld* employees celebrate their anniversaries and the publication's. From left: Tang Baoxing, deputy general manager; Zhao Chunyan, managing editor; He Jinhua, sales director; Tian Youchun, senior editor; Yang Kuntang, editor-in-chief; Du Haiping, executive editor; Wang Tongfen, regional sales manager and Wang Xiren, senior editor. Not pictured is Li Tongguang, artist.**

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of November. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINE YEARS
Sheryl Merchant - IMS

EIGHT YEARS
Alice Longley - CW Publishing

SIX YEARS
Maureen Hanley - CW Publishing
Lisa Whittemore - CW Publishing

FIVE YEARS
Jerry Borrell - *Macworld*

FOUR YEARS
Shannon Dolan - *Macworld*
Joanne Cummings - *Network World*
Tony Membrino - TISC
Fritz Landmann - CW Publishing

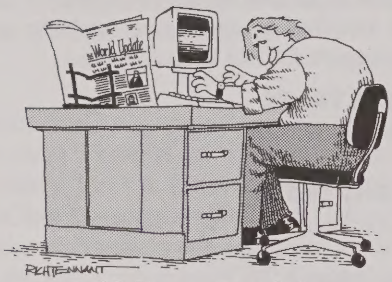
THREE YEARS
Yuraima Bello - IDG Venezuela
Allan Alter - *CIO*
Karin Lorenz - CW Publishing
Paula Wright - CW Publishing

TWO YEARS
John Block - ITI
Don Kennedy - IDG Australia
Lyn See - IDG Australia
Björn Mogensen - IDG Sweden
Denise Downer - CW Publishing

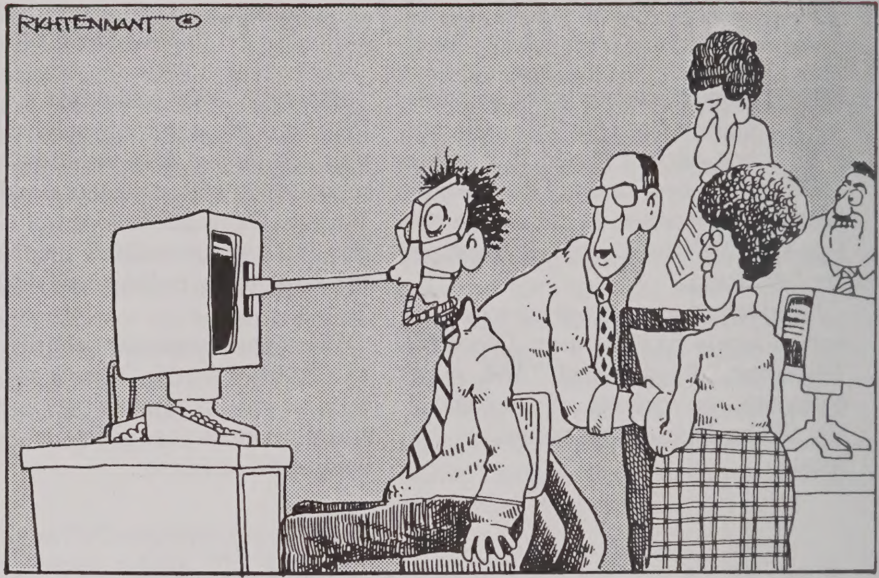
ONE YEAR
Tim Johnson - *Macworld*
Bruno Agostini - IDG Italy
David Herbener - IDC China/Hong Kong
Donna Cahill - IDG
Cathy Kraemer - IDG/C
Fayanne Riegelhaupt - ITI
Annika Fors - IDG Sweden
Erik Geijer - IDG Sweden

Off line

Win Your Own



Off line T-shirt



Put your imagination to the test!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Wednesday, January 2. The person with the funniest submission will receive an original IDG "Off line" T-shirt displaying the cartoon above. Honorable mentions will be acknowledged in *World Update* along with the winner in the January 7 issue. Send your ideas by mail, fax (617) 423-0712 or BusinessTalk box D.Butler. Have fun!

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IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITORS
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EDITORIAL ASSISTANT
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Computerworld Brings Home Not One But Two Ozzie Awards

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Will The Savings & Loan Debacle Affect IDG? Bill Murphy Answers

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Move Over Gartner, TISC Positions Itself For No. 1 Slot

- PAGE 4

IDG *World Update*

VOLUME 20, NUMBER 47 **November 5, 1990**

Macworld Conservancy Takes Root

The official launch of the Macworld Earth Conservancy program began last month when a bus carrying 19 *Macworld* employees rolled into the Cosumnes River Preserve near Sacramento, Calif., to view a 26-acre site now known as the Macworld Grove.

As part of its newly adopted environmental program, *Macworld* adopted a portion of the 1,500 acre Preserve, an important ecological area that includes one of California's last stands of Valley Oak. The trees, which once covered 800,000 acres of the state, have been reduced to approximately 8,000 acres due to clearing for farming and grazing.

Macworld's initial donation of $5,000 to the Nature Conservancy, the nonprofit organization that manages the area, will be used to support the Valley Oak plantings. Future donations, planned every six months, will provide for the maintenance of trees and further restoration of other vegetation.

The *Macworld* group hiked through the preserve with members of the Nature Conservancy, who described their organization's accomplishments and the work that remains. Once at Macworld Grove, the group learned about plans for the restoration of the site, which will begin Nov. 10 with the planting of 3,000 trees by *Macworld* voluntees and their families. A spaghetti feast at the end of the day will reward everyone's efforts.

Motivated by a desire to pay back the publication's "paper debt," *Macworld* president and publisher **Jim Martin** came up with the idea last April to develop an environmental program and formed the Macworld Conservancy Committee.

After much research and discussion, the committee decided to go beyond the original idea of planting trees and rec-

- SEE PAGE 2

MacWorld Grove
A habitat restoration project provided by a generous gift from Macworld

***Macworld* visits its Grove: (Standing, from left): Annette Garcia, Terri Edelman, Suzanne Corteau, Lyn Taylor, Martha Katt, Shelly Ginenthal, Arne Hurty, Emily Bower, Kate Ulrich, Susan Carroll, Loretta Giglione, Guy Tasaka, Shannon Smith, Gary Rocchio, Kimberlee Luedee, George Clark. (Kneeling, from left): Diane Coleman (Nature Conservancy), Ken the bus driver, Gina Salaices, Tom Griggs (Nature Conservancy), Lisa Bazieal, Niki Stranz, Rich Reinger (Nature Conservancy), unidentified Nature Conservancy member, Rhea Stafford, Kim Lukinbeal.**

Computerworld Clinches Two Ozzie Awards

A national panel of judges reviewed over 1,300 submissions entered in this years' Ozzie awards and *Computerworld* graced the winning roster not once but twice.

Sponsored by *Magazine Design and Production*, the Ozzies are the publication art field's equivalent of Hollywood's Oscar.

CW clinched a bronze award in the category of single-issue design for the 1989 *Forecast* issue and honorable mention for the 1989 *Computerworld Premiere 100.*

Computerworld's crack design team was headed by art director **Nancy Kowal**. Kowal directed the artists, assigned illustrators and photographers and prepared page layouts.

Graphic artists **Doreen Dahle** and **Tom Monahan** were responsible for creating all the Macintosh artwork and logos.

The *Forecast* issue offered a radical new design. Described as offering easy-to-read sections "you could really sink your teeth into," the issue had a mix of short and long stories and recurring icons to identify various topics.

A TEAM EFFORT

Spearheading the editorial aspects of the issue were co-editors **Lory Zottola** and **Joe Maglitta** who shifted gears often. Maglitta was at the front end developing, organizing and editing stories and making sure they were crisp, clear and on track.

Zottola came in on the backend, editing and working with Kowal to tie in the editorial content with the artwork.

Zottola noted, "The design was created so that it could be flexible and reusable. As the publication took shape, Nancy worked with illustrators to get some really great art. She had a real perception for what we were trying to accomplish editorially." She added, "an Ozzie is especially nice because it's your peers saying you're doing a great job, that your publication is a shining light among all the others. I really felt that by design and editorial working closely together, we were able to create a clear, readable issue."

THE NEWSWEEKLY OF INFORMATION SYSTEMS MANAGEMENT

COMPUTERWORLD

Year-end Double Issue

Forecast 1990

Crucial issues for IS in the coming year. Page 4.

Challenges for business. Page 25.

Top technology trends. Page 35.

NEWSPAPER

"It was a real team effort that went down to the very last hour before breaking for the holidays," added Kowal. "We can't wait to start on *Forecast* '91."

Magazine Design and Production will post the national results in the Nov. issue.

Tom Griggs of the Nature Conservancy shows a map of the area to *Macworld*'s Gary Rocchio (left), Martha Katt and Shelly Ginenthal (right).

Macworld

- From page 1

ommended a comprehensive conservation, recycling, and environmental restoration program.

In addition to Macworld Grove, extensive conservation and recycling efforts have been instituted at *Macworld*'s offices, and the staff is exploring the use of recycled paper and soy-based inks for the magazine, inserts, subscription and renewal cards. *Macworld* recently reduced its print order to the barest minimum and started contacting schools, libraries and computer centers to which unused copies of *Macworld* may be donated.

In the development stage is an ad to encourage readers to conserve or recycle their *Macworlds*, either by saving them, passing them along to a friend or co-worker or donating them to a school or library. Additional efforts will aim to get readers and advertisers involved in the Macworld Earth Conservancy program.

Fundraising efforts for the program include the sale of reusable canvas shopping bags, T-shirts and sweatshirts imprinted with the *Macworld* logo. All proceeds will be donated to the Nature Conservancy and other environmental groups.

On line

ASK BILL

Q What challenges have you encountered given IDG's rapid growth over the years?

A Playing the role of devil's advocate yet not to the point of being a naysayer has been a challenge. In encouraging the "let's try it" spirit, the Executive Committee is literally bombarded with hundreds of proposals every year for funding of new activities. Sifting the chaff from the wheat in order to continue to grow, while at the same time not discouraging proposals for new ideas, is an ongoing and difficult process for everyone involved.

Another major concern is that overall growth be in line with the capabilities to manage that growth. In 1983 and 1984, IDG revenues grew at rates of 68% and 46%, respectively. These very high rates of growth created an incredible strain on the management structure of the company, and profitability suffered accordingly — we learned a number of lessons from that experience.

Q What effect, if any, will the bailout of the U.S. Savings & Loan industry have on IDG?

A An interesting question that requires a long answer. Briefly, it will have a direct or indirect effect on every person or company in the U.S. The recent package of tax increases and spending cuts passed by the U.S. Congress are in part a direct result of the incredible costs associated with bailing out the S&Ls. This package will no doubt have a dampening effect on the U.S. economy despite the lowering of interest rates recently underway by the Federal Reserve Bank. I also feel that the ongoing S&L debacle will necessitate a deficit reduction package (which will include higher taxes) every eighteen months or so for the next several years.

Back in August I said two things were required to get the U.S. economy and those of other industrialized countries jump started, a meaningful deficit reduction package and a peaceful solution to the Iraqi problem. The situation in the Middle East has driven oil prices to an all-time high, and its inflationary impact has wreaked havoc with the economies of industrialized countries. Until the supply/demand factor is in balance and inflation eases, it is safe to assume central banks will restrain economic monetary growth for fear of having runaway inflation.

Q In that IDG is often competing against firms much larger and better financed, could you give us your thoughts on whether IDG is in a strong enough financial position to react to an all out assault by a competitor?

A First let me correct the impression that we compete against firms much larger or better financed. In today's environment, I would much prefer being CFO of IDG than CFO of News Corp., Hachette, Time-Warner, McGraw-Hill or others too numerous to list. Most of these companies overindulged in the '80's and as a result are so highly leveraged with debt they are being forced to disgorge assets at a rate that will bring prices far below what they paid.

IDG has always maintained a very aggressive expansion policy. Yet, in our fiscal year ended September 30, over 95% of our revenues came not from acquisitions, but from home-grown products. As a result, we are in the most enviable position of having over $60 million in cash and equivalents, no debt and a rapidly accelerating cash flow which enables the company to provide financing for virtually any undertaking.

Q When you're not dealing with numbers, what interests do you pursue outside of the office?

A I hate to have to admit this, but numbers fascinate me away from the office as well as when I'm in the office. I spend a great deal of time reading information related to global economics, foreign policy and investments. I thoroughly enjoy gardening, tennis, golf and hiking in the mountains.

Q How closely do you monitor the financial well-being of a newly launched publication?

A After a business plan has been approved for a launch, progress is monitored monthly in the Financial Review meetings. Obviously a good deal of attention is given to the new kid on the block in that its success or failure is a reflection on IDG in general.

Q How much time do you spend traveling to offices outside Massachusetts?

A I spend approximately 30% of my time traveling to locations or meetings outside of Massachusetts. During our international expansion, it was closer to 60% in that there were local banking, legal, personnel and audit issues that had to be addressed in each country.

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via fax number (617) 423-0712 or BusinessTalk D.Butler.*

TISC: Catering to Both Sides

If the general feeling over at the Gartner Group recently is a little claustrophobic, it's no wonder. Although Technology Investment Strategies Corp. (TISC) is the new kid on the block, the company's recent expansion of products and services is helping TISC to set its on being king of the MIS mountain.

TISC, with offices in Framingham and the U.K. is launching an attack on both continents to provide MIS executives throughout the world with critical, as well as timely, strategic analysis on business impacting issues that affect the information technology manager or user.

Previously, the main focus of TISC's subsidiary, IDC Financial Services Corporation, was to provide technology, residual value, and secondary market information to the leasing/vendor communities. Now, TISC's main charter is to expand and provide information services to the MIS user community.

LEVERAGING RESOURCES

According to **Sandra Iafolla**, vice president of operations for TISC, "Catering to both sides has its advantages. Leasing companies want to know what users are doing and users are able to benefit from the market information obtained from our lessor clients."

As such, TISC is able to leverage its existing research and analytical resources in the new user products. Additionally, TISC has the research and expertise of the entire IDC staff behind them. A coordinated effort exists between the two companies so that both TISC and IDC can benefit from each other's resources.

The expansion into the user market was launched after TISC conducted extensive research on how to sell services and penetrate the user market. Presently, most companies design their user products around specific product and technology areas, for example, communications, software and PCs.

"This sort of product design is well suited for vendors who compete in these specific technology area, but not necessarily for users," said **Frank Gens**, vice president of technology assessment for TISC.

User information requirements generally cut across a variety of different products and technology area. The user world tends to be much more integrated. Therefore, TISC has designed products that address the different computing environments within a user organization rather than just around specific technology areas. This, the staff believes, offers a more cost efficient approach for customers.

> **"We want to be the premiere source of information to the user community. We are definitely up to the challenge."**
> **- Sandra Iafolla**

"As a result of this continuing climate, information managers are demanding high-quality research services that can deliver management solutions at a cost unparelled in the industry," observed **Charles Greco**, president of TISC.

Under its new name and aggressive ad campaigns, TISC is also achieving prominent recognition. These tactics will enable the company to compete effectively in its climb to become No. 1. Rolling out aggressive sales and marketing campaigns, they pride themselves in being unique.

Iafolla noted, "We're on the right track. We want to be the premiere source of information to the user community. We are definitely up to the challenge. Not only do we offer quality products at competitive prices, but we are a viable competitor. That's the image we've created and that's what we will stand behind."

Great Gifts From IDG Books

Wondering what to buy your favorite computer enthusiast or game player for the holidays? Now you don't have to look further than IDG Books Worldwide for great gift ideas.

IDG Books is offering IDG employees a 40% discount off its new line of computer and video game titles. The offerings include:

- GamePro *Hot Tips: Sports Games* and GamePro *Hot Tips: Adventure Games* (list price $9.95 each, IDG price $6.97 each)
- *InfoWorld Test Center Computer Buyer's Guide 1991* and the *Software Buyer's Guide 1991* (list $14.95 each, IDG price $10.47)
- Portable Computing *Office Laptop Field Manual* (list $14.95, IDG price $10.47)
- *The Office Spin Rite II & Hard Disk Companion* and *The Official XTree MS-DOS & Hard Disk Companion* (list $14.95, IDG price $10.47)
- AmigaWorld *Official Amiga DOS 2 Companion* (list $24.95, IDG price $17.47)

After November 30, the IDG discount will be 30% off list price. To place your order, call 1-800-28BOOKS (1-800-282-6657). Shipping and handling charges are additional.

Human Resources News

NEW POSITIONS THIS WEEK November 5, 1990

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

CREDIT ANALYST (IDG)
Will perform collection of accounts receivable for assigned publications or companies, coordinate flow of paperwork for incoming mail, credit and debit memos, lock boxes and mailing of duplicate invoices to customers, negotiate payment schedule with delinquent customers, monitor customers payment record and impose credit hold when necessary, recommend bad debt write offs and/or credit memo adjustments, resolve customer disputes, recommend accounts to collect agencies when appropriate, provide recommendations to management on procedure to minimize delinquencies for a given book, and prepare and distribute monthly Credit Watch List.

ACCOUNT EXECUTIVE (CWPI)
Will provide inside telephone sales of recruitment advertising as appears in Computerworld's Computer Careers section. Strong emphasis on new business development as well as client maintenance and servicing. Requires a high energy level and perseverance to reach established call volume levels. A dynamic phone presence is a must. Proven sales experience and knowledge of information systems and human resource function is a definite plus. Will be teamed with an established outside sales person responsible for a specific geographic territory.

MARKETING ASSOCIATE / EVENTS (MAC)
Will manage and coordinate all Macworld event activities including: supervision of labor, hiring and direction of outside vendors, preparing and submitting contractual agreements between Macworld and contract event organizers, event planning in conjunction with VP of Marketing, trade show costs for payment and hands-on management from event set-up through final analysis.

EDITORIAL ASSISTANT (MAC)
Will assist the Senior Associate Editor (Departments) in preparing the Departments section of the magazine and special projects. Specifically, will prepare Letters and Best Sellers for each issue, edit other departments as needed, prepare art input and table of content blurbs for each of those departments, research consumer topics and info arts, maintain complaint database and respond to reader calls and letters about consumer concerns, assemble figures for all departments on disk each month, develop and maintain good relations with manufacturers, become familiar with software in assigned subject area, and attend trade shows.

EDITORIAL ASSISTANT (MAC)
Will assist the Editors in acquiring products for articles, track products through editorial and design cycle, return evaluation products for editors and outside contributors and help maintain vendor database. Specifically, will order software and hardware and prepare it for shipment to authors, photograghers, and vendors, coordinate and oversee Macworld's requests to the Apple Loan Program, attend local trade shows, answer, screen and direct incoming phone calls during breaks, lunch, and unscheduled absences of Editorial Administrative Assistant, as well as develop and maintain good relations with manufacturers

SENIOR CONSULTANT (IDC)
2 positions are available to identify suitable business opportunities for SRG Consulting, determine prospects' requirements, develop custom and multi-client proposals to meet these requirements and those from SRG management, take significant role in selling these proposals, develop work plans for the project teams, and assume key roles on project teams to deliver high-level research and advice. Must be able to develop and service own clientele. Requires master's degree and 8-20+ years of related work experience.

RESEARCH ASSOCIATE (IDC)
3 positions are available to gather product, service and vendor information on hardware, communications and software offerings and write descriptive briefs. Rework existing research to meet client's specific requirements. Assist on consulting proposals and projects. Experience with a variety of PC-based work processing, spreadsheet, graphics and productivity software is required as is some knowledge of the computer industry. Knowledge of survey techniques and statistical methods is desired. Previous experience conducting market or product research by telephone is desired. Experience with Macintosh is a plus. Bachelor's degree preferred.

For more detailed information on these job openings, please contact the Human Resource Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/FSC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Volpe	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge/ Sheila O'Brien	
	(603) 924-0100	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Job Opportunities

Revised: November 5, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	International Sales Manager (2)	IMS, Framingham,MA	W. Boyd	(508)875-5000
IDG	Assistant to the President	*News Group*, Framingham, MA	D. Hill	(617)423-9030
IDG	Credit Analyst	Framingham, MA	M. Cornetta	(508)935-4734
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	J. Gallant	(508)875-6400
NWW	New Products Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
TISC	Workstation/PC Analyst	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Dir.Midrange Systems/Server Res	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Network Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Program Manager	Framingham, MA	J C. Brigham	(508)935-4231
IDC	Senior Account Executive	Framingham, MA	M. Deutsch	(508)935-4348
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Group Operations Coordinator	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Senior Consultant (2 positions)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Research Associate (3 positions)	Framingham, MA	M. Kahn	(508)935-4010
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Buyers Guide Editor	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
DNP	Classified Telemarketing Rep.	*Digital News*, Boston, MA	N. Fling	(617)482-8470
CIO	Operations Assistant	CIO, Framingham, MA	L. Faulkner	(508)935-4591
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Editorial Assistant P/T	Burlingame, CA	L. Gorgone	(508)879-0700
CWPI	Associate Editor-Features	Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Editorial Assistant	Framingham, MA	L. Gorgone	(508)879-0700
CWPI	Copy Editor (2)	Framingham, MA	J. Chutchian	(508)879-0700
CWPI	Account Executive	Framingham, MA	J. Novack	(508)879-0700
IDG/P	Sales Associate	*Suntech Journal*, Dallas, TX	B. Sawdon	(214)701-8167
IDG/P	Circulation Manager	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IDG/P	Associate Editor	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Regional Sales Manager (2)	*GamePro*, Peterborough, NH	G. Lodge	(603)924-9471
IFW	Inventory Controller	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Test Technician (2)	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Test Development Specialist	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Sales Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Reporter	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	NW Area Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Copy Editor P/T	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
PCW	Marketing Communications Mgr.	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	M. Glasner	(415)978-3178
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Senior Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Sales Account Manager	*PCWorld*, San Francisco, CA	S. Van Leuven	(415)978-3264
PCW	Copy Chief	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Technician	*PCWorld*, San Francisco, CA	N. Noble	(415)978-3361
PCW	Promotion Coordinator	*PCWorld*, San Francisco, CA	D. Matteo	(415)978-3107
PUB	Senior Editor	*Publish*, San Francisco, CA	J. Martin	(415)833-3297
PUB	Senior Technical Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)833-3278
MAC	Associate Designer	*MacWorld*, San Francisco, CA	L. Barton	(415)978-3328
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345
MAC	Subscription Promo.Coordinator	*MacWorld*, San Francisco, CA	L. Davidson	(415)978-3127
MAC	Marketing Associate/Events	*MacWorld*, San Francisco, CA	D. Orum	(415)978-3386
MAC	Editorial Assistant	*MacWorld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Editorial Assistant	*MacWorld*, San Francisco, CA	J. Lagon	(415)978-3349
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000

Noteworthy !

David Egan, president and CEO of *Digital NEWS*, recently announced that **Jonathan Epstein**, formerly western sales manager for *Digital NEWS*, has been promoted to director of special projects. In this newly created position, Epstein will direct *Digital NEWS* "Extras," the publication's magazine-format supplement. He will also participate in the development of future new products. Epstein orginally joined *Digital NEWS* at its launch in 1986 as director of operations and later became director of research and circulation in 1987 before moving into the sales division.

Network World publisher **Gary Beach** has announced the promotions of **Ann Finn** and **Evilee Lasker Thibeault**. Finn, *NWW*'s production manager since October 1989, has been appointed production director. Thibeault, the publication's marketing manager since March 1989, has been promoted to director of marketing.

In other news at *Network World*, **Carol Leonard** has joined the staff as a marketing communications specialist. She was previously with PennWell Publishing where she worked in marketing for *Networking Managementt.* Leonard has a B.A. in English/professional writing and enjoys skiing, hiking, reading, writing and cooking.

Mina Ahn has joined *CIO* as an editorial assistant. She comes to IDG's publishing wing from IDC, where she was a market research assistant. Ahn graduated from Boston College with a B.A. in English and enjoys soccer and swimming in her free time.

Publish welcomes **Elizabeth Leahy** as a copy editor. She was recently a production coordinator and technical editor at Interbase Software and handled the production of software documentation manuals. Educated at the University of Michigan and the Massachusetts College of Art, Leahy lists painting pictures and making food among her interests. She also confesses to being fond of water (though not lima beans) and often mixing plaids with stripes.

The InfoWorld Test Center has hired **Jerome Price** as a test center technician. Price was formerly a bench technician handling computer repair at Zenith Products. He'll be receiving his associate degree from the National Education Center as an electronics engineering technician in January 1991. In his off hours, Price can be found enjoying all water sports, snow boarding, baseball, football and basketball.

Four new employees have joined the *PC World* team. **Duane Hampson** is the new catalog account representative for the East Coast. He was previously manager of telemarketing sales for the *San Francisco Chronicle/Examiner* newspapers. Hampson has a B.A. in music and, in addition to musical pursuits in his spare time, he is also a member of Toastmasters International's Golden Gate Chapter.

Roe Anne Prince has been hired as an administrative assistant in the circulation department. A May graduate of San Francisco State University with a B.A. in English literature, she enjoys reading and going to the movies.

Paul O'Neil is *PC World*'s new ad traffic controller. He was previously at MMI Direct, a San Francisco direct mail advertising facility, where he coordinated and trafficked accounts. O'Neil has a bachelor's degree in marketing.

Cassandra Herstand is a telecommunications/facilities specialist for PCW Holding Co., a position that she recently held at the Bain & Co. Inc. office in San Francisco.

The new face at IDG's travel office in San Francisco is travel agent **Francie Fradelich**. Before joining IDG, she handled banquets and other restaurant duties at Chevys Mexican Restaurant. A graduate of Western College of Travel and Diablo Valley College, Fradelich enjoys camping, photography and catering.

Technology Investment Strategies Corp. welcomes **Raymond Hoffer** as Eastern regional sales manager in charge of subscriber services. Prior to IDG he was a sales manager at Reflection Technology. Hoffer holds a B.S. degree in business administration and organizational management and spends his free time traveling, skiing and reading, primarily nonfiction and biographies.

REMINDER

Please remember to send us your completed IDG World Update Survey which appeared in last week's issue.If you need a copy let us know. Surveys should be returned to IDG World Update, 41 West Street, 8th Floor, Boston, MA 02111 or fax(617)423-0712.

Calendar 1 2 3

- **DECEMBER 5-8**
Communication Networks/Korea
Korea Exhibition Center (KOEX)
Seoul, South Korea

- **JANUARY 10-13**
Macworld Expo
Moscone Center and Brooks Hall
San Francisco, CA

- **JANUARY 29-31**
Communication Networks
and Network Computing Forum
Washington Convention Center
Washington, D.C.

- **FEBRUARY 11-12**
European Managers Meeting
Prague, Czechoslovakia

- **FEBRUARY 13-14**
CW Product Line Meetings
Prague, Czechoslovakia

- **FEBRUARY 14-16**
Macworld Expo/Tokyo
Nippon Convention Center
Tokyo, Japan

- **FEBRUARY 15-16**
PC World Product Line Meetings
Prague, Czechoslovakia

- **FEBRUARY 28**
IDG Board of Directors Meeting
Framingham, Mass.

- **MARCH 12-14**
Macworld Expo/Birmingham
National Exhibition Center
Birmingham, England

- **MARCH 20-22**
Macworld Expo/France
CNIT
Paris, France

Macworld Goes Electric and Interactive With CD-ROM

"Don't be left out of the biggest revolution in electronic publishing since the floppy disk."

With that tag line from an ad in its December issue, *Macworld* introduced its first CD-ROM product, the limited-edition Macworld Showcase CD-ROM.

Funded by Apple Computer, Inc., the CD ROM features the first interactive electronic *Macworld*, which was created with Authorware Professional.

Two art-related articles from the June 1990 issue have been combined with animation and sound and come equipped with an interface that allows the reader complete interactive navigational control.

Associate editor/reviews **Liza Weiman**, who coordinated the CD-ROM project, likened the effect of browsing through the articles on the CD to walking through a museum, such is the dramatic impact of the images.

The disk also includes all 28 winners of *Macworld*'s stackware design competition, the third annual SuperStacks contest, as well as HyperCard 2.0, its six previous releases and 15 foreign-language versions.

Weiman noted that the $15 CD offers users a chance to explore CD-ROM technology for a fraction of the price of most CD-ROMs, which can cost $100 and up. IDG Communications/Peterborough is handling the fulfillment of orders.

inCider/A+ to Cover Apple II and Macintosh Markets

IDG's monthly Apple II publication, *inCider/A+*, will expand its coverage to include the new Macintosh LC and Macintosh Classic.

"Apple is targeting the new low-end Macs for the education and home markets," said **Paul Boule**, vice president/group publisher of IDG Communications/Peterborough. "With *inCider/A+*'s strong link to these markets, including Mac coverage is a natural progression."

Boule added that many of the publications's current advertisers are introducing Mac products to supplement their Apple II product lines.

Editor-in-chief **Dan Muse** said the editors of *inCider/A+* are excited about the chance to cover both the Apple II and the Macintosh and report on how the two systems work together. Since *inCider* readers will be most interested in how the new Macs relate to the installed base of Apple IIs, "it makes sense to report on Macintoshes as they apply to markets we've always addressed," Muse said.

According to a LINK Resources report, *inCider/A+* is read by more educators than any computer publication. About 60% of *inCider* readers are professionals involved with education.

"*inCider/A+* has always been the magazine educators turn to, not because we focus on education, but rather because we cover the products that educators use or are considering purchasing. Our goal is to make our readers more productive Apple II and Mac users," Muse said.

> **"Our goal is to make our readers more productive Apple II and Mac users."**
> **- Dan Muse**

IDG Human Resources Reps Team Up for Strategy Session

The setting was a beautiful Cape Cod resort with perfect late October weather. It was a tough challenge, but IDG's U.S. Human Resources representatives managed to do the impossible: They held two days of meetings without completely abandoning the agenda in favor of outdoor activities.

For the past two years, the reps have gathered in Framingham, Peterborough, N.H., or San Francisco to discuss IDG human resources issues.

According to **Martha Stephens**, director of corporate human resources, "The best thing about these meetings is that each person can become more efficient. People share ideas and learn from each other without feeling obligated to implement the same Human Resources programs as everyone else."

The agenda, as well as responsibility for chairing the session, changes at each meeting. This fall, the agenda included strategic goals for the new fiscal year, prospects for a university recruiting program, results of the employee survey, intercompany transfers, West Coast ergonomic initiatives and child care assistance in Framingham.

The group also discussed the results of a recent survey, initiated by IDG, on high-tech publishing salaries conducted in conjunction with several of IDG's competitors. "We guaranteed the confidentiality of the information and were able to get meaningful data," Stephens said. IDC has also just begun a similar survey in conjunction with its market research competitors.

The Human Resources group: (Back row) Bob Miller, human resources consultant; Richard Willoughby, *PC World*; Shelly Ginenthal, *Macworld*; Tom Mathews, compensation benefits and HR system IDGHQ; Martha Stephens, IDG Framingham. (Front row) Pam Caplin, *Computerworld*; Gloria Lodge (seated), IDG/C Peterborough; Elaine Ouellette and Susan Perry, Human Resources Services Division, Framingham; Donna Vieraitis, *InfoWorld*.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of November. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHT YEARS
Preben Engell - IDG Denmark

SEVEN YEARS
Jens Michael Damm - IDG Denmark

SIX YEARS
Kirsten Rådberg - IDG Denmark
Kalman von Vajna Nagy - IDG Venezuela

FIVE YEARS
Jeff Edman - *PC World*
Lene Sekjær - IDG Denmark

THREE YEARS
Claudia Steenberg, PCW Holding Co.
Jeff Oterson - PCW Holding Co.
Marsha Bowers - *Macworld*
Claudio Ceriani - IDG Italy
Shuko Goto - IDG Japan
Manfred Frey - IDC Germany

TWO YEARS
Björn Mogensen - IDG Sweden
Ben Delaney - *PC World*
Theresa Tai - *Digital NEWS*

ONE YEAR
Annika Fors - IDG Sweden
Erik Geijer - IDG Sweden
Yuen Yeh - *Macworld*
Guy Tasaka - *Macworld*
Marco Bertolotti - IDG Italy
Tommy Jørgensen - IDG Denmark
Yoshitomo Fukuda - IDG Japan

Do-ers profile

Gary Clark

- **PROFESSION**: Production supervisor, *Computer world Australia*
- **HOME**: Sydney
- **LATEST BOOK READ**: *Rites of Passage* by William Goulding
- **FAVORITE FOOD**: Meat
- **FAVORITE LEISURE ACTIVITY**: Lounge lizardry
- **FAVORITE VACATION**: The bush
- **FAVORITE SPORTS**: Snooker (to play), cricket (to watch)
- **FAVORITE QUOTE**: *"In Vino Veritas"* - Anon.
- **FAMOUS PERSON WITH WHOM YOU'D MOST LIKE TO HAVE DINNER?** Bob Marley
- **FAVORITE COLOR**? 10% yellow
- **SOMETHING YOU CAN'T DO BUT WISH YOU COULD?** Fly
- **LATEST ACCOMPLISHMENT**: Being part of the "Profit" team.

IDG World Update

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
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IDG Sleuths Help Nab Hackers
- PAGE 2

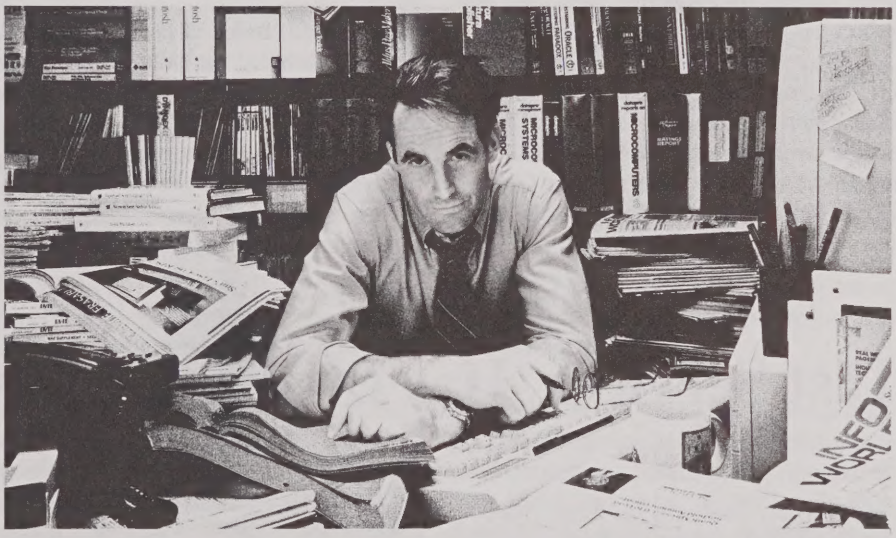
Bright New Look for List Services' Marketing Campaign
- PAGE 2

***NWW* October Ad Pages Set New Record**
- PAGE 5

IDG *World Update*

VOLUME 20, NUMBER 48 **November 12, 1990**

PC BuyerBase to Debut at Comdex



***InfoWorld* says: Don't get buried in research! Use the PC BuyerBase.**

The PC BuyerBase, "The One-Call Computer Buying Source," is *InfoWorld*'s newest service designed to give consumers, corporate buyers, resellers and others quick access to virtually all of the information they need to make informed computer buying decisions.

Rather than wading through stacks of brochures, people interested in buying PC hardware, software or networking products can set up an account with *InfoWorld* and talk to a product information specialist. These specialists will provide technical specifications, comparative reviews, pricing information, dealer locations and abstracts from other publications such as *Macworld*, *PC Week* and *Byte*.

InfoWorld's president and publisher **Jonathan Sacks**, said that much of the money Americans spend on computers is wasted because buyers don't do their homework. They often "won't understand what competing products are available and which ones offer the best price or performance advantages. The PC BuyerBase has been designed to change this 'hit or miss' approach to buying computers," Sacks said.

The official launch of the BuyerBase will take place during this week's Comdex show in Las Vegas.

Subscribers to the service will use a toll-free number to contact trained PC product specialists. In addition, subscribers will have the option to access the database themselves through an electronic bulletin board service in early 1991. Information will be sent to users by fax, express mail or U.S. mail within two days; *InfoWorld* expects to offer one-day service by early next year.

Subscribers to the PC BuyerBase can set up an account for either service, or both, for $49.95, which includes 15 minutes of telephone consulting time. Charges for per-minute usage and delivery will be additional.

PC BuyerBase product reviews and comparisons will date back to August 1, 1989, and will be entered daily to keep current with new product introductions. All products evaluated by the InfoWorld Test Center will be part of the database, and new products not yet evaluated will be included in a "New Products Profile" section.

Stan Vanocur, director of PC BuyerBase, said that the system enables smaller users to have the same level of purchasing sophistication as large corporations. "We think this service will have a significant impact on the way businesses and consumers buy computers," he said.

Teenage Hackers Arrested in Peterborough Case

Five months of investigative work by IDG staff led to the arrest last week of two New York teenagers in connection with the disruption of the IDG Peterborough voice mail system.

According to a New York State Police special investigator, the two brothers, aged 17 and 14, tampered with voice mail boxes, erased advertising material and left harassing and obscene messages including bomb threats on the voice mail system. The pair made more than 700 calls to IDG Peterborough from May through October.

Police investigators said the brothers admitted placing the calls, although they denied making bomb threats, because the older brother didn't receive a free poster from *GamePro* magazine due with his subscription.

IDG telecommunications analyst **Olga Greenwood**, based in Framingham, and IDG Peterborough administrator **Diane Searles** worked long hours trying to locate the source and correct the problem. Greenwood said that after asking New England Telephone to monitor the lines in July it was found that the calls were not being made from the area.

"We arranged with AT&T to put in traps on our long-distance toll-free lines," Greenwood recalled. "The traps showed that, over the weekend, 40 to 50 calls, some lasting for hours, were originating from New York City. We turned the call record and tapes of all the calls causing damage over to the agents of the U.S. Secret Service, who contacted the New York State Police."

...the brothers admitted placing the calls...because the older brother didn't receive a free poster from GamePro

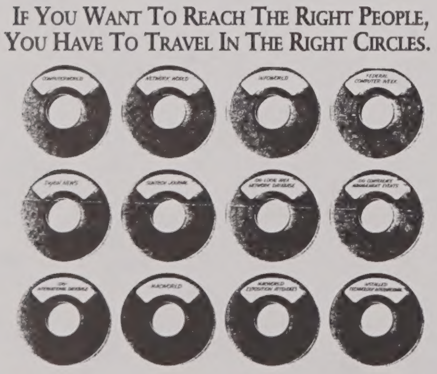
Greenwood produced a seven-page affidavit that detailed the examination of the phone records. She noticed that at one point the Peterborough system received 39 calls in one week from a single phone number located in the New York borough of Staten Island. Greenwood dialed the number and attested that she recognized the voice of the person who answered the phone as the voice of the intruder who had identified himself in harassing calls as "Ace the Hacker."

In the affidavit, Greenwood noted that during the period in question, the Peterborough system experienced 18 days of downtime, resulting in a loss of $2.4 million.

Greenwood said that she has since rebuilt the Peterborough phone mail system to protect it to its maximum, and precautions have been taken to further safeguard the Framingham system as well.

While the charges of computer tampering, unauthorized use of a computer and aggravated harassment filed against the youngsters are misdemeanors, New York State Police said they "anticipate filing further charges including those of a felony nature."

List Services Has Distinctive Marketing Package


If You Want To Reach The Right People,
You Have To Travel In The Right Circles.
Computerworld
Network World
InfoWorld
Federal Computer Week
Digital News
Macworld

List Services is getting around.

What's bright, bold and "business-like with a bit of funk?" If you guessed IDG List Services' new corporate marketing campaign, then you know that director **Deb Goldstein**'s promotional material is an instant attention-getter.

Mindful of the fact that list brokers are overwhelmed with information, Goldstein used a Southwestern-style salmon and teal color scheme in the design for "A Guide to IDG Managed Lists" that is sure to stand out on the shelf.

In addition to the guide, a three-ring binder with pockets that contain a description of the 16 lists, List Services also produced a self-mailer for 128,000 direct, business and computer marketing professionals and an ad that will appear in many trade publications.

The group also mailed *The Book of Lists #3* and a List Services bookmark as a premium to 300 of their top mailers and list brokers as a thank-you for their business.

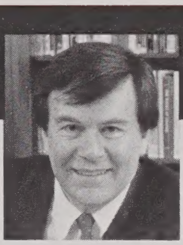
"Every aspect of the marketing ties into the design and colors to bring a clearly identifiable image in the industry," Goldstein said.

The package prompted many positive comments from attendees at the recent Direct Marketing Association convention in San Francisco. One individual hailed the guide as "one of the nicest pieces to come out of the direct mail industry."

Take a look. It's distinctive!

On line

ASK PAT



Q How do you reconcile your twin desires to have IDG expand into as many national markets as possible and to maintain a reasonable level of profitability?

A The key to maintaining a reasonable level of profitability is to keep responding to changes in the marketplace and to keep timely participation in the new markets. For example, over a third of IDG's profit this past year came from activities that did not exist eight years ago. It's really an issue of "grow or die." IDG will continue to grow by entering new national markets when the time is right. Also, we will expand our current services and add new services in the countries in which we are already participating. This will help us achieve our goal of growing at twice the rate of the markets we serve and will achieve our target of a 10% after-tax profit.

Q If you could choose a second career apart from IDG, what would you do?

A It's hard for me to imagine a career where I would have as much fun and enjoyment as providing information services for information technology. If information technology did not exist, I might have continued with my area of academic studies, which was neurophysiology.

Q The broadcast venture in the 1980s was viewed as being "ahead of its time." Are there any plans in the foreseeable future to try television again?

A Television is one of the many media choices available to transmit information services about information technology. Therefore, it is one information distribution method available to our business units in addition to our print, on-line services, CD/ROM, etc. Television, as a tool, is selected by each business unit of IDG to suit the needs of their own audience. At the current time, over eight IDG business units are, in fact, using television. They are either aiding in the production of broadcast TV, or creating video cassettes which are distributed over cable TV systems or bought by companies for use on their closed-circuit TV systems.

Q Ziff-Davis recently moved into the German market. How much of an impact do you expect them to have?

A I am delighted that Ziff-Davis is entering the German market. Their participation in the U.S. market has made life more stimulating and energetic than it would have been without them. In the U.S., they challenged us in six market positions: the Mac market, PC professional market, the Apple II market, the government computer market, the Digital market, and the PC-user market. *Macworld* has outpaced Ziff's *Mac User* consistently in revenue and marketshare. *InfoWorld* has been achieving a higher rate of growth in revenue and market share in recent years than Ziff's *PC Week*. Ziff gave up in the Apple II market and sold us their magazine, *A+*. Ziff gave up competing with us in the Digital market and sold their publication to Cahners. Ziff gave up their competition with us in the federal market and sold their publication to Cahners. Ziff's *PC Magazine* is ahead of our *PC World*, but our new management at *PC World* has a growth plan which we believe will outpace their PC magazine in the years ahead. So, the score is 5 to 1, in favor of IDG. Our German operation has what it takes to do at least as well as IDG has done against Ziff in the U.S.

Q As chairman of IDG, you are naturally viewed as an authority on information technology. How do you keep up with developments so that your can speak as authoritatively as you always do?

A Keeping up-to-date is truly a constant challenge, as so many new companies and technologies enter the information technology field. I keep up-to-date by reading reports issued by the IDG research companies such as IDC, Technology Investment Strategies Corp., Information Strategies Group, and LINK Resources. I also read as many of the IDG computer publications as possible. I try to visit all the major computer trade shows and visually examine, if not enter, every booth. I spend about 25% of my time talking directly with our customers to find out their views about developments in the computer market and information technology. It is challenging to keep up-to-date but very stimulating and enjoyable to meet that challenge.

Q You've traveled around the world many times on business. Are you ever able to shake your professional persona and enjoy the role of tourist?

A Yes. When I put on my tourist hat I like to get as far away from the urban environment as possible. So, my tourist time is devoted to taking my family on a dugout canoe ride on the Amazon, snorkeling on the Great Barrier Reef in Australia, climbing to base camp of Annapurna in the Himalayas, climbing the ramparts of Count Dracula's Castle in Transylvania, etc.

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via fax number (617) 423-0712 or BusinessTalk D.Butler.*

Career Center Returns to Germany's Systec '90

The end of October was show time for the staff of IDG Germany. Their home base of Munich was the setting for Systec '90, the trade fair for those involved with computer integration in manufacturing companies and C-technologies.

Long recognized as the international focal point for CIM and as an information platform for the entire spectrum of modern production technologies, Systec has become an increasingly significant event.

In addition to a publications booth, IDG Germany sponsored its ninth Career Center in cooperation with the Munich Trade Fair Corp. It proved to be a magnet for talented professionals as well as people just breaking into the fields of data processing and engineering. The Center served as a forum for contacts between university graduates and industry representatives from such prominent companies as Audi, BMW, EDS, mbp, Mercedes-Benz, Deutsche Bundespost Telekom and others.

PC WOCHE
PC-WELT
MACWELT
unix
IM
UNIT
IDG Communications gibt über 130 Publikationen in 44 Ländern heraus und versorgt 20 Millionen Leser in aller Welt mit DV-Informationen
IDG
Starke Titel für Ihren beruflichen Informationsbedarf

SYSTEC show attendees mingle at the IDG publications booth.

Visitors had a chance to talk individually with company representatives about job opportunities and qualifications and listen to panel discussions in the studio on topics such as employment challenges facing the next generation of professionals.

Wolf-Dietrich Lorenz, editor of *Information Management* (R) makes a point to Eckhard Utpadel, IDG vice president of Central Europe (L) and visual artist Jan Koblasa.

The PC Job Exchange, a big hit from last year's show, was expanded to include 50% more job listings and four terminals through which job hunters could look up and get printouts of current openings.

A special attraction at the Career Center was visual artist Jan Koblasa who demonstrated his use of CAD-, CAM- and computer numerical control-supported techniques.

During the first three evenings of the show, IDG Germany hosted a reception for employees, friends and clients at the famed "cellar bar" in the basement of IDG Communications Verlag AG.

On October 25, many people from the staff traveled to Cologne for ORGATEC, the five-day international office trade fair that drew 2,000 suppliers from more than 30 countries. **Stefan Fleischhacker**, circulation manager for all of IDG Germany's publications, sponsored a raffle at the IDG booth that offered a Plantron PC with a 286 processor as a first prize.

Human Resources News

NEW POSITIONS THIS WEEK November 12, 1990

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.*

TAX MANAGER (IDG)
Will be responsible for federal, state, and local income taxes, licenses, sales tax, corporate tax planning, IRS audits, and research of various domestic and foreign tax issues. Requires a bachelors degree, 4-6 years tax experience with supervisory responsibilities, and excellent communication skills. Public accounting experience is a plus.

ADMINISTRATIVE ASSISTANT (NWW)
Seeking a detail oriented person with good communication and organizational skills. Must be professional, flexible, have a pleasant telephone manner and a winning attitude. Will type, file, xerox and answer phones. PC experience is a plus, but will train if needed.

GROUP MANUFACTURING ASSISTANT, *GRAPHIC SERVICES* (IDG/P)
Will schedule, quote, project, and deal with primary printers and prep houses, manage paper inventory, expense invoices, perform general office duties, and communicate with the staffs of the various magazines. Requires good administrative and communication skills. Familiarity with computers desirable, particularly Lotus/Quattro and word processing. Must be detail-oriented, self motivated and like working with numbers.

ADMINISTRATIVE ASSISTANT (PCW)
Will support the Sales Account Manager in all facets of advertising sales, to include clerical support, office support, customer service, and sales assistantship. Must be able to use an IBM compatible with a working knowledge of Wordstar or WordPerfect. Ability to use Multimate is a plus.

DIRECTOR OF ADVERTISING SALES (PUB)
Will maximize advertising pages, revenues and marketshare, manage the sales force, help the publication director set strategic and tactical goals, and provide advertising sales administration. Requires experience in selling space, communication and leadership skills, creativity, troubleshooting, knowledge of the budget process and reforecasting, a working knowledge of research and marketing, and the ability to put needs of subordinates ahead of personal desires. Previous people management experience a plus.

For more detailed information on these job openings, please contact the Human Resource Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/FSC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Volpe	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge/ Sheila O'Brien	
	(603) 924-0100	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610x621

Job Opportunities

Revised: November 12, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	International Sales Manager (2)	IMS, Framingham,MA	Perry/Soule	(508)875-5000
IDG	Assistant to the President	*News Group*, Framingham, MA	D. Hill	(617)423-9030
IDG	Credit Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Tax Manager	Framingham, MA	M. Cornetta	(508)935-4734
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	Perry/Gallant	(508)875-5000
NWW	New Products Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
NWW	Administrative Assistant	*NetworkWorld*, Mountain View, CA	A. Rana	(415)691-0525
TISC	Workstation/PC Analyst	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Dir.Midrange Systems/Server Res	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Network Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Program Manager	Framingham, MA	J C. Brigham	(508)935-4231
IDC	Senior Account Executive	Framingham, MA	M. Deutsch	(508)935-4348
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Senior Consultant (2)	Framingham, MA	M. Kahn	(508)935-4010
IDC	Research Associate (3)	Framingham, MA	M. Kahn	(508)935-4010
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
CIO	Operations Assistant	CIO, Framingham, MA	L. Faulkner	(508)935-4591
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Editorial Assistant P/T	Burlingame, CA	L. Gorgone	(508)879-0700
CWPI	Editorial Assistant	Framingham, MA	L. Gorgone	(508)879-0700
CWPI	Copy Editor (2)	Framingham, MA	J. Chutchian	(508)879-0700
CWPI	Account Executive	Framingham, MA	J. Novack	(508)879-0700
IDG/P	Sales Associate	*Suntech Journal*, Dallas, TX	B. Sawdon	(214)701-8167
IDG/P	Associate Editor	*Port. Comp.*, Peterborough, NH	S. O'Brien	(603)924-9471
IDG/P	Regional Sales Manager (2)	*GamePro*, Peterborough, NH	S. O'Brein	(603)924-9471
IDG/P	Group Manufacturing Assistant	Peterborough, NH	S. O'Brein	(603)924-9471
IFW	Test Technician	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Sales Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Reporter	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	NW Area Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Reviews Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	PC Training and Support Specialist	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	ATEX System Manager	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
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PCW	Assistant Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Senior Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Copy Chief	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Technician	*PCWorld*, San Francisco, CA	N. Noble	(415)978-3361
PCW	Promotion Coordinator	*PCWorld*, San Francisco, CA	D. Matteo	(415)978-3107
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	S. Van Leuven	(415)978-3264
PUB	Senior Editor	*Publish*, San Francisco, CA	J. Martin	(415)833-3297
PUB	Senior Technical Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)833-3278
PUB	Director of Advertising Sales	*Publish*, San Francisco, CA	G. Haight	(415)833-3171
MAC	Associate Designer	*MacWorld*, San Francisco, CA	L. Barton	(415)978-3328
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345
MAC	Subscription Promo.Coordinator	*MacWorld*, San Francisco, CA	L. Davidson	(415)978-3127
MAC	Editorial Assistant	*MacWorld*, San Francisco, CA	D. Branscum	(415)978-3242
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000

IDG Corporate Star Program

IDG is pleased to continue the Corporate Star Program! This award was designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results. Awards will be granted twice a year, at the IDG Holiday Party and at the Corporate Picnic. Up to three awards will be granted each time.

All corporate IDG employees from the following departments and business units, that serve operating units are eligible for nomination, with the exception of the Selection committee.

Accounting
Chairmans Office
Credit
Finance
Human Resources
MIS
Tax & Legal

International Marketing Services
List Services
News Service
Research Services

Nomination forms will appear in the IDG World Update so that operating unit employees can nominate corporate IDG employees who have provided outstanding service to them. Corporate IDG employees can nominate other corporate IDG employees for this award too. Please take a few minutes to nominate someone you work with who is deserving of this special award!

Each **STAR** will receive a cash prize as well as a star-shaped crystal paper weight. Plaques bearing the names of all corporate IDG **STARS** will be displayed in the corporate lobby.

Nominations must be submitted by **November 26, 1990**. Please use the form on the reverse side.

IDG Corporate Star Program

The recipient of the Corporate Star Award will be selected from all nominations received by the Selection Committee. Ted Bloom, Jayne Enos and Martha Stephens will serve on the Selection Committee. An announcement of the award recipients will be published in the IDG World Update and announced at the annual IDG Holiday Party in December.

EMPLOYEE NAME____

POSITION or TITLE____

DEPARTMENT____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS?**

NOMINATED BY:______________________________DATE:____________

All nominations must be submitted to Martha Stephens, Human Resources Department, IDG Corporate Office, by **November 26, 1990.**

Top Spots Filled at IDG U.K., International Marketing Services

IDG president **Walter Boyd** recently announced several new appointments at International Marketing Services (IMS) and IDG U.K.

Richard H. Soule, Jr., formerly with McGraw-Hill Inc., has been named president of IMS. He replaces Frank Cutitta, who left IDG last month to pursue his interest in the Soviet market as president of Astarte International, a Boston-based company.

Soule will be overseeing a major expansion of IMS' operations within the U.S., increasing IMS's ability to offer overseas marketing assistance to the domestic IT industry.

"Richard will add a new dimension to our comprehensive global marketing services," Boyd said. "His experience in publishing and technical marketing represent a real challenge to our competitors."

On the other side of the world, IMS has opened an office in Tokyo comparable to the other IMS offices in Framingham, Paris, Munich, Taipei and London. **Keiichi Maesato**, who has been with IDG in a number of capacities during the past few years, willl be managing the office from the headquarters of IDG Communications Japan.

The newest IMS office will derive its revenues from the standard 20% commissions on sales of advertising, booth space, trade missions, specific IDC and ITI products to Japanese vendors that want to do business with IDG companies outside of Japan.

In London, **Terry Chellew** has been hired as the new managing director for IDG's U.K. publishing operation. He was most recently with Reed Business Publishing in the U.K. as the publishing director for the Construction Industry Portfolio. His starting date has not yet been announced, but messages may be sent to him in care of the U.K. office.

Who's The Fairest of Them All?

According to findings in a graphics user audit recently published by IDC, the Macintosh computer continues to be the preferred desktop platform for graphics users. Macintosh users are nearly three times more likely to install draw software than PC users.

"The DOS market saw an infusion of products during the past year," reported Joan-Carol Brigham, IDC's director of PC Graphics and Video Products Research. "Despite the fact that these graphics applications are being put to good use, market growth has slowed compared to predicted use of graphics applications for Macintosh users."

IDC's report, *Graphics Hardware and Software User Audit,* is the first of two graphics user audits being published in 1990. The report analyzes findings from an audit of 200 large PC and Macintosh user sites and includes key data on usage patterns, satisfaction rates and six-month buying intentions.

NWW Ad Pages at All Time High

NETWORK WORLD

The Newsweekly of User Networking Strategies

Volume 7, Number 45 | An International Data Group Publication | November 5, 1990

Firm unveils SONET-based T-3 switch

Setbacks for the FCC

A sampling of major FCC decisions overturned by the courts

IBM offers PS/2 as high-end LAN server

Vendor takes wraps off 80486 general-purpose server that may rival superserver performance

Critics claim FCC may be shirking responsibilities

Some say political agenda dictates FCC rulings

INSIDE

U·S·E·R ADVISORY PANEL

Five years of SDN shape net industry

NETLINE

FEATURE

ISDN rolls out, but users

Network World made history in October, boasting the largest number of ad pages to date – a whopping 208.83 ad pages that produced $1.9 million in revenue to maintain a growth trend that began with the publication's founding in 1986.

During its first fiscal year, *Network World* had 638 ad pages. That number has more than doubled over the last four years, reaching a total of 1,312 ad pages for fiscal year 1990.

"In 1990, *Network World* has continued to expand, both through ad page growth and circulation," said *Network World* publisher **Gary Beach**. "More than ever, network executives have turned to *Network World* as their most important and most useful source of information on the networking industry. More and more advertisers have selected *Network World* as the one newsweekly that can best reach their target audience for their products."

Due in great part to *Network World*'s editorial focus on multi-vendor enterprise networking issues that a survey indicating a large number of qualified network professionals who want to subscribe, circulation will expand from 75,000 to 150,000 in January.

Noteworthy !

IDG Communications Pty. in Australia has a number of new employees on board. **Catherine Cowan** is an advertising executive with *Computerworld* handling sales and client service. She was formerly an account manager in sales for Objective Computer Consultants. Advertising executive **Trent Primrose** comes to IDG from Presson Products, where he was a sales representative. Outside the office, Primrose runs his own disc jockey business, "sees heaps of bands and follows what's going on in the music business," and enjoys movies, rugby and cricket. New *Computerworld* associate editor **Lisa Mitchell** handles news reporting from the Melbourne editorial bureau. She was previously the business editor for *PC Week* newspaper. Mitchell lists jazz, ballet, tap dancing and foreign languages among her interests.

Cynthia Meade has been promoted to manager of corporate services for Integrated Media, Inc., the parent company for *Publish* and *NeXTWorld* incorporated this past June. Meade, who has been with IDG since 1988, will be working with president and publisher **Gordon Haight** on special projects and administration, including international publications.

Also at *Publish*, **James A. Martin** has been promoted to senior editor. Martin joined IDG in 1985 as the Atlanta-based correspondent for *Computerworld*, moved to California in 1987 and was promoted to senior correspondent in 1988.

Promotion news at IDG Communications Pty. in Australia: **Pat Blackman**, former *Computerworld* sales manager for New South Wales, has been named national recruitment sales manager. **Simon Anderson**, a sales executive for *Computerworld*, has been promoted to NSW sales manager. At *PC World*, features editor **Robert Thirwell** has been promoted to editor.

Daniel Ruby, formerly editor of *MacWeek* since its start-up, has been appointed editor of *InfoWorld*. He has a B.A. in rhetoric from the University of Illinois/Urbana and enjoys politics, tennis, his family and studying the social impact of technology.

Network World has announced the appointment of **Daniel Gentile** as midwest district manager. Gentile was previously a sales executive at Time/Warner Inc. for *Southern Living* magazine. He holds a master's degree in education from Indiana University and finds time for golf, tennis and Lions Club activities in his spare time.

PC World welcomes **Margaret Casady Rutter** as a receptionist. She was most recently a high school English teacher in Tuscon, Arizona. Rutter received a B.A. in English from the University of Arizona and an M.S. in British literature from the University of Edinburgh, Scotland. She enjoys fiction writing and photography in her free time.

Publish welcomes two new associate editors to the staff. **Pamela Pfiffner**, a former reporter at *MacWeek*, will be editing stories on prepress and print publishing. She has a B.A. from Northwestern University and a masters in journalism from the University of California at Berkeley. Outside the office, Pfiffner serves as editor of *Media File*, a journalism review published by Media Alliance, works with textiles and tries to fit in some "minimal exercise."

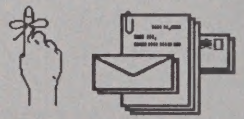
Janice Maloney is *Publish*'s new associate editor for integrated media. She also comes to IDG from *MacWeek*, where she as an associate editor in charge of graphic arts. Maloney has a B.A. in journalism and finds time for reading and swimming in her off hours.

Leigh Buchanan joins the *CIO* staff as a copy editor. She was previously an associate editor for a consumer electronics trade publication at North American Publishing. Buchanan has a B.S. in journalism from Northwestern University and an M.A. in English from the University of Pennsylvania.

Another new copy editor in the IDG fold is *Computerworld*'s **Steven J. Condon**. He was most recently a copy editor at Horizon House for Microwave, Inc. A 1988 graduate of Boston College, Condon likes playing sports, coaching youth sports and reading general-interest magazines.

Joel Krautheim joins Information Strategies Group (ISG) as vendor account manager. Krautheim's main responsibility is to sell ISG products to vendors and federal integrators. Previously, Krautheim was a technology consultant for Businessland. Krautheim received a BSTM in computer systems applications and is always in pursuit of knowledge.

REMINDER



Thanks to all those employees who have sent in the *IDG World Update* Reader Surveys from the October 29 issue. If you haven't yet, please return the questionnaire as soon as possible. We'll fax you a survey if you need one; just let us know.

Return surveys to 41 West St., Boston, MA 02111 or fax (617) 423-0712.

14th CN Expo Set for January

Now in its 14th year, the Communication Networks Conference and Exposition produced by World Expo Corp. is slated for Jan. 28-31 at the Washington Convention Center in Washington, D.C.

It is estimated that this year's show will attract 2,000 more attendees over last year, and 225 new products.

According to **Bill Leitch**, senior vice president of World Expo Corp., "Communications Networks has become a worldwide telecommunications show in terms of audience and exhibitors who have established global operations." Leitch added, "The communications industry continues to grow substantially worldwide, and CN '91, with its diverse seminars and exhibits, will provide a perfect way to get information about all these changes and plan for the future."

Conference and tutorial programs at CN '91 will focus on issues such as next generation architecture, electronic data interface, client-server computing and strategic and tactical planning for global telecommunications.

An International Visitors Center (IVC) has been designed to offer information and special trade assistance for attendees from other countries.

IVC translators will help to bridge the language barriers at CN '91, where all sessions are conducted in English. The center will also have fax and telex machines, private conference rooms and a lounge area to facilitate business transactions.

In addition, a U.S. Department of Commerce representative will help attendees achieve their international business objectives at the show, and exhibitors will sponsor a special international reception for international attendees, agents and distributors.

One of the main highlights at CN '91 will be a special hall dedicated to integrated services digital network (ISDN) products and services. More than 15 vendors will exhibit their ISDN-based products, and industry experts will discuss emerging ISDN standards, services and applications in panels, seminars and workshops.

Employees at IDG Framingham gathered at a retirement luncheon to bid farewell to Dotty Mager. Nancy Sheehan presents Mager with an engraved clock.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of November. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-TWO YEARS
Ted Bloom - IDG

TWENTY YEARS
Judy Kramer - TISC

EIGHT YEARS
Darinka Bratuscha - IDG Germany
James Warmack - LINK
Rita Gregersen - IDG Denmark
Craig Pierce - IDG Intn'l News Group

SIX YEARS
Manuela Wimmer - IDG Germany

FOUR YEARS
Jake Widman - *Publish*
Paul Earl - ITI
Ed McNulty - ITI
Adel Labib - ITI

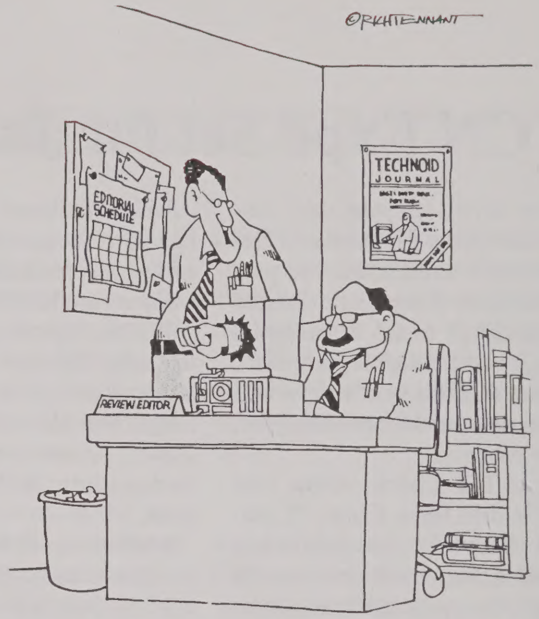
THREE YEARS
Michelle Chase - IDG

TWO YEARS
Harvey Diamond - *PC World*
John Grogan - *PC World*
Sara Nitti - IDG Italy
Bernd Krause - IDG Germany
Jens-Arne Männig - IDG Germany
Jane Enos - IDG
Fredrick Collins - ITI

ONE YEAR
Neil Versen - *Publish*
Sandy Wong - *PC World*

Off line

Congratulations to all of our enthusiastic cartoon contest contributors. David Chadwick is this week's winner of the official "Off line" T-shirt, and the honorable mention winners below have earned *IDG World Update* painters' caps.



"I see you're having some difficulty adjusting to your new 'touch screen.' "
David Chadwick, Europe Research Centre

HONORABLE MENTIONS:

"C'mon Ralph. I said 'handshaking' and 'throughput,' not 'handthrough'!"
-**John Barry**, *SunTech Journal*

"Isn't that overdoing the 'split screen' feature just a bit?"
-**Lene Sekjaer**, IDG Denmark

Frank discovers the value of primal screen therapy.
-**Greg Cline**, ISG

"That's not quite what I meant when I asked you to punch it up!"
-**Mary Levy Mascis**, IDG Credit

"I take it that's a thumbs-down on the 'wrong key, stupid!' error message?"
-**Chris Lindquist**, CW Publishing

"Don't you think you're taking the loss of your pocket protector a little hard, Vern?"
-**Amy Striplin**, Atlanta Sales

"Guess that new touch screen feature is still in the beta stage, eh?"
-**Po Wong**, WS Publishing Co., Inc. (Philippines)

"I believe they said 'arm's length' from the *front* of the monitor."
-**Tim Warner**, *Macworld*

"Does my lead need some work, or did you just break a MicroSoft window?"
-**Mark Miller**, IDC

"Arnold, perhaps we should review proper keying techniques again."
-**Tom Mathews**, IDG

"Oh, I forgot...with that software, you're supposed to wear 3-D glasses."
-**Johan Beer**, *Computer Sweden*

IDG *World Update*

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An In-Depth Look at Installed Technology International
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IDC Asia, China Offices Become IDC China/ Hong Kong
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IDG *World Update*

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October 29, 1990

research

ri-'serch *n* 1: careful or diligent search 2: studious inquiry or examination... 3: the collecting of information about a particular subject

Special Research Issue

The collection of information takes on many forms at IDG. To one extent or another, research plays a role in the daily operations of all the company's divisions: publishing, conference/exposition, and, of course, research. This special issue of IDG World Update *takes a selective look at just some of the research efforts going on at IDG today.*

In the coming months, IDG World Update *will cover other topics of interest including advertising, licensing, marketing and personnel.*

New Director Named At IDC France

International Data Corp. recently named 18-year-computer industry veteran **Thierry Dumont** as the managing director of IDC France.

An expert in MIS issues and in computer/telecommunications training, Dumont will report directly to **Roberto Masiero**, president of IDC Europe, who is also based in IDC's Paris office.

Dumont, who is also in charge of IDC Belgium, said that his immediate plans include creating a strong IDC presence in southwestern Europe.

"We want to re-establish an IDC office in Spain as soon as possible," Dumont said. He added that the Paris office will further strengthen its work on the software, telecommunications and network areas.

Most recently, Dumont founded the southern European subsidiary of the Input Co., and will be drawing on the contacts gained from that experience to open a new IDC Spain office.

Prior to Input, Dumont established a service company that specialized in computer and telecommunications training for small- and medium-size companies. From 1980-86, he served as MIS manager of Europe for Upjohn's Asgrow division, where he was responsible for extensive management information services operations in France, Germany and Italy.

12
ACCES POMPIERS

IDC France opens its doors for new managing director Thierry Dumont.

Dumont has also worked at SITB, a leading computer service company in the banking field, where he managed the development of applications to connect the computers of SITB clients to the SWIFT network.

He began his career as an analyst at Credit-Chimique, a French bank affiliated with the Pechiney group, working on on-line, real-time applications on IBM 370/168 equipment.

While not in the IDC France office, Dumont enjoys playing European football (soccer) and serves as a trainer for a local team.

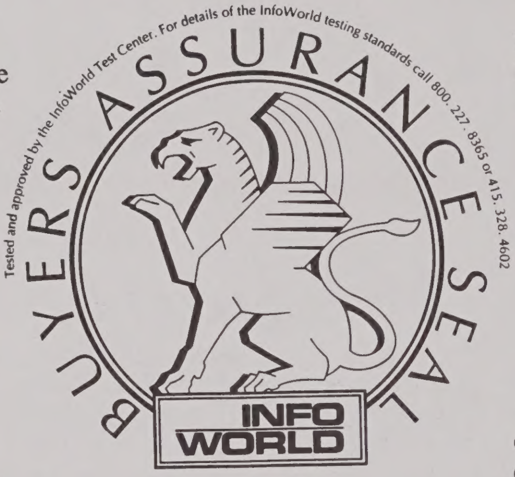
InfoWorld's Three Steps To Product Reviews

Reader surveys, an InfoWorld Test Center review and articles in *InfoWorld* comprise the three elements of the *InfoWorld* approach to product reviews and comparisons.

Researcher **Harriet Darling** begins the process by mailing at least one product questionnaire each week to 1,000 qualified *InfoWorld* readers who have buying responsibility in the product category under consideration by the Test Center. About 25% to 35% return the survey, and Darling tabulates the responses of the first few hundred people who indicate that they are very interested in that particular product. The survey information helps narrow product categories and develop testing criteria and scoring procedures. For example, survey responders can rate the importance of certain features, then the Test Center staff considers those preferences when rating the product.

Darling then provides a summary report to the test plan development staff and *InfoWorld* editor-in-chief **Michael J. Miller**, who then decide what products to target. Test Center director **Lauren Black** and her staff of 19 professional hardware and software technicians thoroughly evaluate more than 1,000 products annually.

InfoWorld has been testing products onsite longer than any other computer-related publication. The Test Center labs opened about three-and-a-half years ago and were significantly expanded in January 1988 and this past June.


Tested and approved by the InfoWorld Test Center. For details of the InfoWorld testing standards call 800.227.8365 or 415.328.4602
BUYERS ASSURANCE SEAL
INFO WORLD

To ensure that buyers are protected and that manufacturers deliver quality products backed by good service and guarantees, *InfoWorld* created its own Buyers Assurance Seal in August. The award is given only to those products that have at least a satisfactory rating in all categories.

"The buyer's assurance program has been very successful," Black said. "We've had good feedback from both vendors and readers."

More than 40 vendors, including Northgate, ALR, Central Point Software and Borland International have signed contracts to participate in the program, an arrangement that authorizes them to user the *InfoWorld* Buyer's Seal in promotional material if they receive one.

Many of the Test Center technicians who examine the products write their own comparisons for the publication. However, for software and some specialty hardware products, the Center relies on members of the InfoWorld Review Board.

The 40-member panel of independent industry professionals use the products in their daily business and offer a real-world flavor to the evaluations.

All of the product comparisons and individual review results are uploaded to the IDG News Service and available to all IDG publications.

Top 10 Client Questions At IDC

IDC senior vice president Kim Myhre offered the following list of the queries IDC researchers are most frequently asked:

1. How big is this market and how fast will it grow?

2. How have vendor shares of this market changed during the past year?

3. What kind of technology do users plan to buy?

4. What are the fastest growing markets?

5. How much money do users have to spend?

6. Who in user organizations makes the purchase decisions?

7. What will my competitor do next?

8. What should we do next?

9. What are the most important competitive features/functions required for this particular product?

10. What technology will be important in the future?

On line

ASK AXEL

Q Will IDC enter into special relationships with IDG publications to give them access to information and analysis that is not released to other magazines or newspapers outside the IDG family?

A That depends entirely on the publications and our IDC local offices around the world. We are always very pleased to support any IDC/IDG Communications relationship that helps both companies to be successful. However, since we believe in a decentralized management style, it is not possible nor desirable to dictate any specific relationships from headquarters.

Q Why has IDC decided to get away from providing continuous information services to end-users/MIS executives and transfer those services to Technology Investment Strategies Corporation (TISC)?

A IDC has decided to merge its user services with those of TISC, our sister company. The reason for this decision was to concentrate all of our investments in one place and stop confusing our customers by servicing them with two competing sister companies. Earlier this year, IDC made a complete evaluation of the value of its brand on both the user and the vendor market.

Clearly, IDC appeared to have a very strong name and position within the vendor community, but a very weak level of awareness among users. This feedback helped us a great deal to make the decision to select TISC as IDG's primary arm into the user advisory services market.

Q Why do you think IDC has not been as successful in providing services to the user community as to vendors?

A There is a lesson to be learned there. For many years, IDG has focused its efforts on providing the best possible service to vendors. The theory behind IDC user service efforts was that the same information that was built up for vendors could be easily repackaged for user organizations. The reality is that the needs of MIS executives are quite different from the needs of vendors. Market sizing and analysis, for example, are of little value to users, whereas technology assessments written for users are not always useful to vendors. Therefore, the reason why IDC has not been as successful in the user market as in the vendor market is simply because it was not primarily focused on user needs.

Q What advantages, if any, do you think TISC has in servicing the end-user market ?

A The major advantage that TISC has is its focus on user organization needs. TISC does not have any vendor services, but does have a single purpose— to serve or to provide the best possible service to MIS executives. TISC also has a very good set of resources with its existing financial services covering residual values, as well as its current technology assessment services. Also, TISC has full access to all of IDC's research and analysts to complement their own team.

Q How can TISC, with less than 40 employees, expect to compete successfully in this market with The Gartner Group, which is much larger?

A First of all, TISC has the support of our entire IDC staff, which represents 250 employees worldwide, including over 70 analysts in the U.S. Specific working relationships have been set up to help TISC and the IDC team to fully benefit from each others' resources. Secondly, Gartner Group has its own strengths and weaknesses. I believe the current strategy put together by Charlie Greco and his team will be very successful at focusing TISC's resources on key customer needs that are not presently served in an economical fashion by Gartner. Finally, I believe that our TISC team is both very competent and extremely motivated: the best ingredients for a successful company.

Q What historical figure do you most admire?

A I most admire the people who had the guts to create the new European organization after World War II, such as Jean Monnet and Konrad Adenauer. They were able to overcome all psychological and emotional barriers to plant the seed for what has become the European Community. That took a lot of vision, courage and persistence, but it now offers to our current generation the best opportunity for young Europeans.

When you consider the past 45 years in Europe you can see that what has happened is unique in history. It has not happened by chance; it has happened because the long-term plan was set as early as 1951 when the European Community for steel and coal was formed and thereafter the Rome Treaty.

■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via fax number (617) 423-0712 or BusinessTalk D.Butler.*

A Tactical Approach to Customer Relations

Installed Technology International (ITI) has the distinction of managing IDG's most historic product: the database of computer installations with which IDG chairman **Pat McGovern** first launched International Data Corp. in 1964.

Since its debut, the division has undergone several name changes and significant expansion. Known as "the data file" under IDC's aegis, it became Global Data Resources in 1987. When it left IDC to become an independent business unit in June 1988, ITI was born.

In 1968, just 20,000 computer end-user sites were monitored. Today, in addition to information on more than 100,000 U.S. sites, ITI's comprehensive database includes more than 70,000 sites in 20 countries.

ITI compiles a detailed profile of each business for each of the two key databases maintained -- computer end-user sites and value-added resellers (VARs). Site profiles, for example, include names of key managers, corporate structure, data processing equipment installed and own/lease information. Customers can select the entire database or only the portion most appropriate for their needs.

MEETING DIFFERENT NEEDS

Clients use the information in different forms to meet a variety of sales and marketing needs, such as telemarketing leads, direct mail, data for market research, special surveys or market projections.

According to CEO **Paul Earl**, ITI is not a research company in the traditional sense of the word. He sees ITI as a tactical organization dedicated to helping clients reach their sales and marketing goals.

In an effort to try and better leverage ITI's industry position, Earl is devoting more of his time to international projects, new ventures and overall business management. As part of that strategy, Earl brought **Rick Clark** on board as president in August to concentrate on sales, marketing, customer service and product support

STRONGER RELATIONSHIPS

"Establish partnerships with customers leading to growth and profitability for both." This goal, combined with high quality products, flexibility in meeting customers' needs and responsive, dedicated service, reflects the thrust of ITI's new mission statement.

"We're trying to better understand our customers' business and their needs," Clark said. "Our emphasis is on how to enhance our value to customers."

Clark explained that rather than just sending clients sales leads under contract, ITI wants to develop innovative information services and move in the direction of customized services.

One service, currently being conducted on a trial basis, involves fax delivery of time-critical information. Information about a site's intent to purchase equipment, for example, is immediately placed in a separate database and quickly delivered to those customers who request that service.

ITI has also changed its policy regarding information distribution. Previously, ITI sold sales leads to major vendors and tried to sell information separately to dealers and distributors, which was difficult and not cost-effective. Now, ITI allows major vendors to pass along information to dealers and distributors as part of a support package.

Earl saidpaying attention to what the customer wants leads to long-term relationships, which are ultimately healthier. "We want to develop strong partnerships with major industry players," Clark added.

DATA DEVELOPMENT

Primary responsibility for the U.S., Canadian and VAR databases lies with **Gail Odeneal**, ITI's vice president of data development. Odeneal oversees the data collection group in the U.S. and ITI's office in the U.K. Ably assisted by director of project administration **Donna Felice**, Odeneal also oversees the fulfillment of ITI products, making sure that they're accurate, attractive and delivered quickly. Odeneal is also responsible for all list-rental products developed from the core databases.

Interviewer Alesa Wheeler, left, training with Marcia Ross.

ITI telephone interviewers Michael Washkowitz and Ann Ippolito update the database in Framingham. In recognition of how critical all the interviewers' work was to their success, the ITI sales team posted the Hewlett-Packard banner in celebration of ITI's largest contract ever.

Director of database development **Joanne Oteri** manages a staff of more than 40 full- and part-time interviewers in Framingham who collect and compile the data. Every effort is made to completely update each database profile annually.

About half of the database is updated by mail and half by phone. There's a 70% response rate for the direct mail segment, an impressive figure that Odeneal attributes to constant fine-tuning of the collection strategy. The staff also does phone follow-ups when necessary to check the written responses.

"We're completely committed to accuracy, and that's really beginning to pay off," Odeneal said, noting that dramatic improvements have been made in the quality of the data in recent years. The installation file is usually between 85% and 90% current, compared to 58% in 1986. In addition, only 1.5% of ITI's mail is undeliverable, far below the direct mail industry's average of 10% to 30% for business-to-business mailings.

SPECIALIZED SERVICES

While customers can purchase the information they need, an important part of ITI's value lies in the expertise of its people. **Rich Mikita**, vice president of database services, sees part of his role as "serving as an 'internal VAR,'" adding value to data through analysis and summarization to answer specific business questions. He and his six-person staff also handle internal data processing and plans the technical infrastructure of the database.

Mikita often helps clients through primary data gathering or reorganizing ITI's data to make it more useful to a client by merging it with data a client has already collected, for instance. ITI can also help clients even when it seems that there isn't much data to go on. Once, a seller of computer room flooring needed to evaluate the impact of new mainframe technology on future demand for their products. ITI was able to offer data for this rather esoteric, but still strategically important, question.

Among Mikita's recent IDG projects were helping *Network World* formulate a rationale for doubling circulation to 150,000 and providing the soon-to-be-launched *Global Networks* with information on European sites.

SALES AND MARKETING

In the past few months ITI has changed the structure of its sales and marketing departments. Previously, marketing was responsible for generating sales leads. Now, under marketing director **Mary Moran**, the department is responsible for promoting ITI's name recognition within the industry and more typical product mangement and enhancement and other non advertising-oriented activities.

About a dozen sales representatives, three in Mountain View, Calif., and the rest in Framingham, are under the direction of vice president of sales **Bob Keating**. They divide their time between the telephone and face-to-face meetings with clients, with an increasing emphasis on personal contact.

The West Coast sales team is managed by regional sales director **John Stange** and the East Coast team is headed by his counterpart, **Mike Hovagimian.**

The emphasis on personal service and team management were recently instrumental in helping ITI land its largest contract ever. John Stange led the team effort to win Hewlett-Packard away from IDG rival Computer Intelligence, a Ziff-Davis company, and sign a comprehensive agreement with ITI. The contract represents not just a single data sale for a single application but multiple services for multiple functional areas.

"The Hewlett-Packard sale exemplifies the kind of activity that we have to have for the type of growth we want," Clark said.

Turn to the next page for a Spotlight feature on ITI's U.K. office

Spotlight

Under the direction of **Eileen Willsea**, ITI's U.K. office is responsible for the collection of site installation data in the U.K., Italy and France.

In addition, the ITI office receives and coordinates data collected by other IDC offices and works with ITI Framingham to combine that data into a global database.

The data is collected and used to build ITI's international computer site database and is sold to vendors in the information processing industry in the U.S. and Europe. Data purchased is used by vendors to specifically target and analyze their particular market needs and sales prospects.

As in the U.S., the U.K. team is committed to producing high-quality data

WHO'S WHO IN LONDON

Willsea, ITI's director of European operations, oversees data collection and coordination as well as the finances and administration of the U.K. office. She's also the first line of contact for list rentals and IDG group sales.

Prior to joining IDG 8 1/2 years ago, Willsea sold veterinary pharmaceuticals for Upjohn, Ltd. and studied to be a science and math teacher. In her spare time, Willsea enjoys most sports, especially swimming and golf, reading, art and "cats -- large and small."

Alison Hudson, database interviewer for the U.K., handles telephone research and data entry of the U.K. user database. Since the U.K. database is much smaller than the U.S.' most of the office's research is done over the phone. A six-year ITI veteran, Hudson enjoys reading, films and collecting perfume bottles.

Geraldine Delahunty is also part of the U.K. database interviewing team. A graduate of secretarial commercial college, her interests include reading, dance and the cinema and theatre.

Another database interviewer, **Penelope Simon**, focuses on the French market. Prior to joining ITI a year ago she taught French. With both teaching and librarian diplomas, Simon enjoys reading in her spare time.

As data development supervisor, **Anna Pellecchia** conducts telephone research of the Italian user sites, trains the telephone database interviewers and supervises the U.K. and French data collection with an eye toward quality control. Pellecchia earned a degree in chemistry and is a devotee of reading, swimming and *gastronomie*.

Peter McRobie, the database technician, processes inquiries and orders and is responsible for updating and checking the database each quarter before it is sent to Framingham. A local government officer before joining ITI, McRobie can be found writing, playing backgammon and tennis and "clambering over Welsh mountains" in his free time.

Sales assistant **Bronwyn Jones** has contributed sales and administrative support to ITI since joining the group in November 1989. She does bookkeeping, produces financial reports and handles invoicing and mailings. Jones earned a diploma in business/accounting and enjoys equestrian events and traveling in her off hours.

European sales and marketing executive **Myriam De Greef** has worn two hats during her IDG career. She was a database manger with IDC Belgium for about two years before joining ITI in early 1989. De Greef, who has a degree in French linguistics and literature from the Univeristy of Brussels, continues her interest in those subjects and also enjoys aerobics, photography and travel.

One of ITI's new projects in 1990 is selling European site names through a European list manager, and the product has met a large demand in the market.

In another effort to attract new clients, ITI began a marketing venture in May with Pergamon Financial Data Services (PFDS), a London-based company that manages a number of databases. ITI's Global Site Database, which is now available on-line to Pergamon subscribers.

The ITI U.K. staff (L-R): Penelope Simon, Bronwyn Jones, Anna Pellecchia, Geraldine Delahunty, Myriam De Greef, Evelyne Simon, Eileen Willsea and Peter McRobie.

Human Resources News

NEW POSITIONS THIS WEEK October 29, 1990

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.*

EDITORIAL ASSISTANT (CWPI)

Will be responsible for data entry, travel arrangements, faxing, database searches, phones, conference arrangements, correspondence, and ordering of supplies for department.

COPY EDITOR (CWPI)

Will perform copy editing, proofreading, and headline writing. Requires one year of experience and a bachelors degree in English/journalism.

EDITORIAL ASSISTANT (IFW)

Position reports to the managing Editor. Responsibilities include coordination and organization of departmental meetings and some general clerical duties. PC and ATEX knowledge helpful. Seeking someone who will eventually wish to be a Technical Editor.

COPY EDITOR (IFW)

This is a part-time, temporary position lasting approximately four months. Will edit copy for grammar, spelling and style, write headlines, captions and pull quotes. Copy editing experience and an eye for detail is helpful. English and/or journalism students welcome. Position is for 15-20 hours a week, from 1:00 p.m. till 5:00 or 6:00 p.m., Monday through Wednesday or Thursday. No Fridays required.

RECEPTIONIST (PCW)

Will handle switchboard duties for three publications (PC World, Publish, and NextWorld), greet guests, handle local courier pick-ups and deliveries, send and receive faxes at a busy desk. Requires at least one year of reception experience, excellent communication skills, and the ability to handle a fast paced environment. Macintosh skills are preferred.

SENIOR ANALYST - *ISDN and INTELLIGENT NETWORKS* (IDC)

IDC's ISDN and Intelligent Networking program identifies new business opportunities for carriers and vendors providing public network services and equipment. This position will contribute to the research and analysis in the related technologies and markets. The ideal candidate will have over 5 years experience in the telecommunications field.

For more detailed information on these job openings, please contact the Human Resource Department of the respective division:

IDG/IDGCI/WEC/ITI NWW/FSC	Susan Perry / Mary Cornetta (508) 875-5000	
IDC/IDCW/CIO/FCW DN	Elaine Ouellette / Susan Volpe (508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale (508) 879-0700	
IDGC/Peterborough	Gloria Lodge/ Sheila O'Brien (603) 924-0100	
Macworld	Shelly Ginenthal (415) 978-3203	Job Hotline (415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara (415) 978-3205	Job Hotline (415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider (415) 328-4602	Job Hotline (415)328-9610 x621

Job Opportunities

Revised: October 29, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	International Sales Manager (2)	IMS, Framingham,MA	W. Boyd	(508)875-5000
IDG	Assistant to the President	*News Group*, Framingham, MA	D. Hill	(617)423-9030
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	J. Gallant	(508)875-6400
NWW	New Products Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
TISC	Workstation/PC Analyst	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Dir.Midrange Systems/Server Res	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Network Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Program Manager	Framingham, MA	J C. Brigham	(508)935-4231
IDC	Senior Account Executive	Framingham, MA	M. Deutsch	(508)935-4348
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Program Manager	Framingham, MA	D. Gold	(508)935-4633
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Group Operations Coordinator	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Senior Analyst	Framingham, MA	D. Gold	(508)935-4633
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Buyers Guide Editor	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
DNP	Classified Telemarketing Rep.	*Digital News*, Boston, MA	N. Fling	(617)482-8470
CIO	Operations Assistant	CIO, Framingham, MA	L. Faulkner	(508)935-4591
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Editorial Assistant P/T	Burlingame, CA	L. Gorgone	(508)879-0700
CWPI	Associate Editor-Features	Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Editorial Assistant	Framingham, MA	L. Gorgone	(508)879-0700
CWPI	Copy Editor	Framingham, MA	C. Gagnon	(508)879-0700
IDG/P	Sales Associate	*Suntech Journal*, Dallas, TX	B. Sawdon	(214)701-8167
IDG/P	Circulation Manager	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IDG/P	Associate Editor	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Regional Sales Manager (2)	*GamePro*, Peterborough, NH	G. Lodge	(603)924-9471
IFW	Inventory Controller	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Test Technician (2)	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Test Development Specialist	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Sales Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Reporter	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	NW Area Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Copy Editor P/T	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
PCW	Marketing Communications Mgr.	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	M. Glasner	(415)978-3178
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Senior Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Sales Account Manager	*PCWorld*, San Francisco, CA	S. Van Leuven	(415)978-3264
PCW	Copy Chief	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Technician	*PCWorld*, San Francisco, CA	N. Noble	(415)978-3361
PCW	Promotion Coordinator	*PCWorld*, San Francisco, CA	D. Matteo	(415)978-3107
PCW	Receptionist	*PCWorld*, San Francisco, CA	P. Murphy	(415)978-3363
PUB	Senior Editor	*Publish*, San Francisco, CA	J. Martin	(415)833-3297
PUB	Senior Technical Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(415)833-3278
MAC	Associate Designer	*MacWorld*, San Francisco, CA	L. Barton	(415)978-3328
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345
MAC	Subscription Promo.Coordinator	*MacWorld*, San Francisco, CA	L. Davidson	(415)978-3127
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000

IDG World Update

Reader Survey

October 29, 1990

IDG World Update

Dear Reader,

In keeping with this issue's research theme, *IDG World Update* is conducting its own reader survey.

Every week we strive to meet the diverse interests of the IDG family and keep readers around the globe informed and involved. Now it's your chance to let us know how we're doing. Let us know what you think about the stories *IDG World Update* contains, if you like the redesign and anything else that comes to mind.

As you answer the following questions, please keep in mind that your observations will help us in our ongoing efforts to keep you well-informed. We look forward to hearing from you.

Yours cordially,

The IDG World Update staff

Please circle your responses.

1. How often do you read *IDG World Update*?

Every issue
Frequently
Rarely
Never

2. If the response to No. 1 is rarely or never, please state your reason.

Limited English skills
Uninteresting articles
No time
Issue is not available
Other:

3. Do you like the new design begun in June 1990?

Excellent Very Good Good Fair Poor

4. What don't you like?

5. Please rate the following features:

On Line
Excellent Very Good Good Fair Poor
Off Line
Excellent Very Good Good Fair Poor
Do-er's Profile
Excellent Very Good Good Fair Poor
Noteworthy
Excellent Very Good Good Fair Poor
Anniversaries
Excellent Very Good Good Fair Poor
Calendar
Excellent Very Good Good Fair Poor
Spotlight
Excellent Very Good Good Fair Poor

6. Do you receive *IDG World Update* on a weekly basis?

Yes No Don't Know

7. If no, how often do you receive it?

8. If no, have you contacted someone on the staff with this problem?

Yes No

9. Would you read an electronic mail version of *IDG World Update*?

Yes No

10. How well do you feel your own business unit is covered in *IDG World Update*?

Excellent Very Good Good Fair Poor

11. Would you be willing to provide *IDG World Update* with information about your business unit?

Yes No

12. What suggestions do you have for new material in *IDG World Update*?

13. Do you feel that information inside *IDG World Update* is:

Timely?
Excellent Very Good Good Fair Poor

Accurate?
Excellent Very Good Good Fair Poor

14. How often do you use *IDG World Update* in your job?

Always Often Sometimes Rarely Never

15. Do you have any suggestions about *IDG World Update's* format?

16. When you read *IDG World Update*, do you:

Read all or most of it
Read selected stories
Skim text
Glance at headlines and photos

17. Other suggestions (use back if needed)

18. Name (optional) and business unit

Please return this survey to IDG World Update *41 West St., 8th Fl., Boston, MA 02111 USA, fax (617) 423-0712*

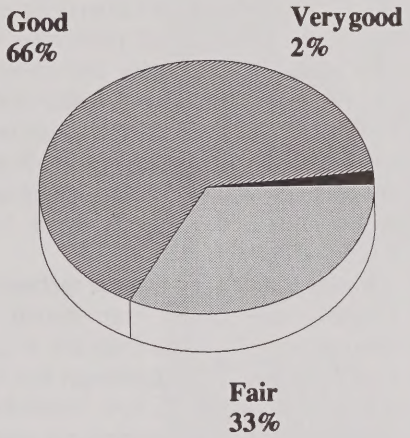
Questionnaires Part of Life at World Expo Corp.

At World Expo Corp., the end of a conference is never *really* the end of the conference. It's just a time to gather exhibitor and attendee feedback and start the planning process for the next show.

Customer satisfaction surveys have been an integral part of World Expo since evaluations were first done at Communications Networks 13 years ago.

At CN and the other U.S. shows managed by World Expo — CD-ROM, Network Management Solutions and Portable Computing — attendees are asked to fill out cards after each workshop to evaluate both the speaker and the session itself. **Bill Sell**, vice president of planning and operations, said the planners strive to have a good, impartial mix of both sales and research/development people on the workshop panels, covering timely topics geared to the right audience.

IDG Communications Research assists World Expo by developing and mailing surveys about the conference as a whole to pre-registered attendees so that the surveys arrive just after the show concludes. The research staff also handles the tabulation and provides World Expo with the results.



IDG Germany's marketing staff surveyed exhibitors regarding the technical qualifications of visitors at PC World Forum Moscow.

Show exhibitors also are queried on their satisfaction with the show management, facility subcontractors and other issues. After everything has been collected, the conference program group analyzes the data and makes any necessary adjustments for the following conferences.

For the Macworld EXPO shows in the U.S., show manager Mitch Hall Associates handles attendee surveys while World Expo distributes questionnaires to exhibitors. The director of World Expo's marketing services group, **Jonna Yager**, said that organizers of Macworld shows abroad are encouraged to use samples of World Expo's U.S. questionnaires. Yager said procedures vary from country to country, especially depending on whether World Expo has rights to the show. However, the issue of centralizing and standardizing some elements of Macworld EXPO, including evaluations, will be on the agenda at the international organizers' meeting in San Francisco in January.

Offices Merge to Form IDC China/Hong Kong

In August 1982, IDC opened the doors of its first Asian office, IDC Hong Kong, headed by managing director **Saiman Hui**. For the next few years, the office covered the emerging information technology industry in the Pacific Rim area. Its first product, a semi-monthly newsletter written in English and originally called *EDP China Report* (later changed to *China Informatics*), helped bring news from this region to the West.

To meet the challenges of expanding business in the Pacific region, the Hong Kong operation was split into two divisions in October 1986: IDC China, which focused on the computer, telecommunications and electronics markets in mainland China; and IDC Asia, which concentrated on the IT industry in Hong Kong, Taiwan and other Southeast Asian countries.

This two-office arrangement persisted until July, when the two operations were merged to eliminate the confusion of having two IDC offices in the same city and to strengthen the research, marketing and management functions of the unified entity. The IDC Asia name had also become outdated and misleading as IDC offices have since been set up in several Southeast Asian countries including South Korea, Taiwan, Thailand, Malaysia and Singapore.

The resulting group, IDC China/Hong Kong, will focus its efforts on the Hong Kong and mainland Chinese markets. Currently IDC China/Hong Kong employs seven full-time and two part-time staff members.

Among the services it offers clients are proprietary research projects; multi-client studies and continuous information service on China, designed to keep clients informed about developments in the Chinese IT market. The group also publishes two newsletters: *Hong Kong IT Focus*, which was launched this month, and *China Informatics*.

LINK: Monitoring Electronics and Communications Since 1976

Renowned for its accurate evaluation and forecasts for business and residential markets in data, voice, audio, image and video-based electronic services, LINK Resources has specialized in the electronic information and communications service industries since 1976. LINK not only conducts groundbreaking work in defining and segmenting the markets for these services, but offers a unique scope of vision and expertise combined with a comprehensive database to offer timely, accurate and personalized solutions.

One of LINK's newest studies is its Small Business Survey. The survey was undertaken to assess ownership and usage of high technology products, buying behaviors, attitudes and workstyles. It also covered small business use of outside professional services, such as lawyers, tax services, travel agencies and computer consultants. The comprehensive study includes responses from 900 small businesses with one to 99 employees surveyed over three months.

"We found dramatic differences in product usage depending on the size of the small business," said **Andy Bose**, vice president and director of research. "The smallest firms are more recent converts to technology and exhibit lower overall product ownership rates. However, they are now nearly as likely as their larger counterparts to purchase computers, cellular phones, and fax machines."

SMALL BUSINESS PRODUCTS

Among smaller businesses with less than 10 employees, 14% own high powered computer workstations, 21% have fax machines, and 43% own personal computers. If the small business employs more than 10 people, workstation ownership jumps to 40%, fax ownership increases to 61%, and PC ownership rises to 70%.

"There's no question that technology plays an increasingly important role in small business operations," said **Thomas Miller**, vice president and director of home office research at LINK, who co-designed the study with Bose. "As labor costs escalate in the 1990s, small businesses will rely more on computers and faxes to improve the productivity of smaller staffs," Miller added. "The need to upgrade order equipment is also becoming more important at some small businesses where basic product saturation levels have been reached," he explained.

Miller emphasized that the technology adoption curve is far from smooth for many small businesses. Only 6% of companies surveyed agreed strongly that they are early adopters of new technology. Twenty-four percent singled out cost as the strongest prohibitive factor in purchasing new office technologies, and 27% indicated that new office technologies are very time-consuming to learn.

"A quarter of the companies surveyed reported that use of outside professional services in technology and information management would be helpful to them," Bose explained. Other outside professional services considered beneficial include financial services and sales and marketing. Bose emphasized that the variations among different sizes of companies can also be significant with respect to these findings. In addition, the survey indicates that industry sector and urban vs. small town differences play a significant part in determining usage tendencies.

Data on "electronic workstyles" is also included in LINK's finding. Commenting on these results, Miller said: "Eighteen percent of the businesses in the sample said they were started in a home and 11% said they have employees working at home under a formal arrangements with their company. This means that nearly a million companies were begun at home and well over half a million small businesses still employ home workers."

Anniversaries

SIX YEARS
Jim Martin - *Macworld*

FIVE YEARS
Joe Matazzoni - *Macworld*

FOUR YEARS
Emily Bower - *Macworld*

THREE YEARS
Karin Lorenz - CW Publishing
Cheryl Spencer - *Macworld*

TWO YEARS
Tom Moran - *Macworld*

ONE YEAR
Tony Real - *InfoWorld*
Jeffery Eckert - *InfoWorld*
Ming Ou - *InfoWorld*
Paul Worthington - *InfoWorld*
Sarah Bertacchi - *InfoWorld*
Scott Tanner - *InfoWorld*
Linda Slovick - *InfoWorld*
Julian Okwu - *Macworld*
Sandy Butler - *Macworld*
Gary Silverstein - *Macworld*
Gary Rocchio - *Macworld*

Corrections: Maureen Diodati, CW Publishing, celebrated her ninth anniversary on October 19. June Wallach of LINK, not James Warmack, celebrated her fourth anniversary last week.

IDG World Update Needs YOU!

Don't forget to fill out and return the enclosed IDG World Update survey. Your participation is very important to us.

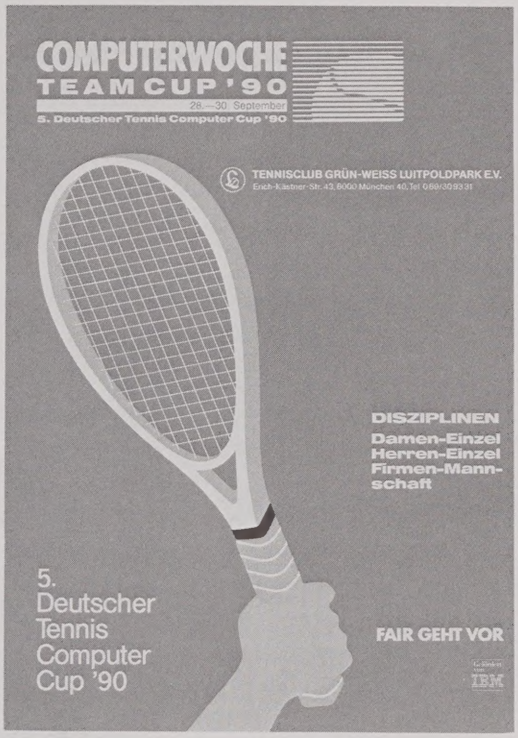
IDG Germany Sponsors CW Computer Cup

Over 300 European computer industry tennis buffs gathered to vie for the Computerwoche Team Cup sponsored by IDG Communications Verlag AG at the Fifth German Tennis Computer Cup '90 held Sept. 28-30. Trophies were awarded to 30 corporate teams and in the womens' and mens' singles divisions.

Gabriel Ternes, organizer of Computer Cup '90, said there was a 30% rise in the number of contestants this year, which was attributable to a major advertising campaign that ran in *Computerwoche*. Ternes said he also noticed a marked increase in the skill level and determination of the competitors.

IDG Germany's marketing staff organized an enjoyable and well-attended dinner on the first evening for competitors and IDG employees.

Controller for Central Europe for IDG Verlag **Jurgen T. Reischl** awarded the trophies on the final day of the tournament. The Computerwoche Team Cup went to the team from Treu-Areal GmbH, a Munich-based DP building development firm. Many of the prizes were sponsored by IDG and other well-known German DP firms.


COMPUTERWOCHE
TEAM CUP '90
28.—30. September
5. Deutscher Tennis Computer Cup '90
TENNISCLUB GRÜN-WEISS LUITPOLDPARK E.V.
Erich-Kästner-Str. 43, 8000 München 40, Tel 089/309331
DISZIPLINEN
Damen-Einzel
Herren-Einzel
Firmen-Mannschaft
5. Deutscher Tennis Computer Cup '90
FAIR GEHT VOR
IBM

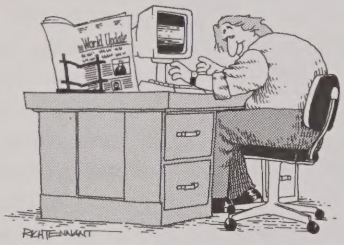
The Computer Cup program

IDG
ICATIONS VERLAG AG

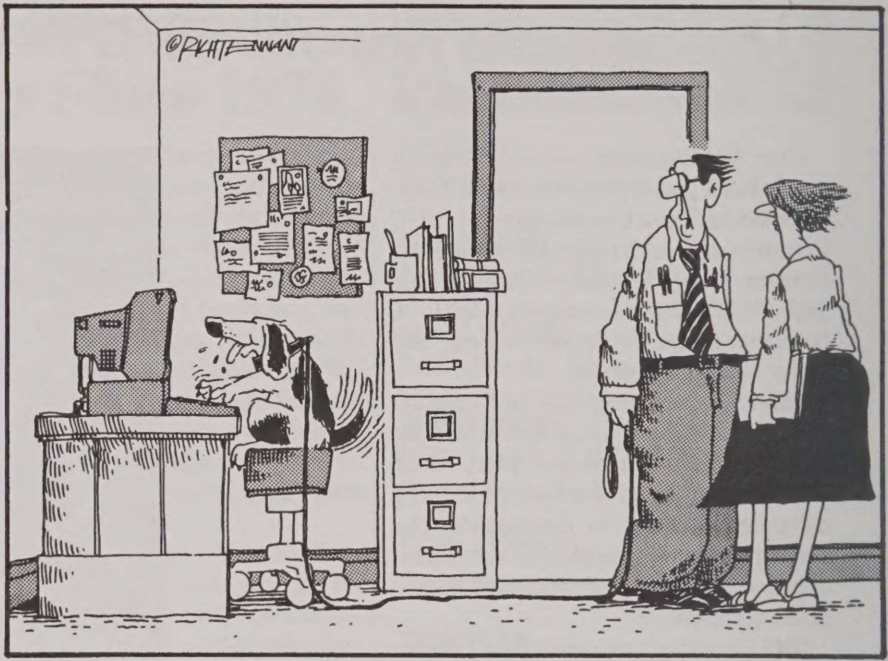
IDG Verlag controller Jurgen T. Reischl stands to the right of the winners of the Computerwoche Team Cup. Reischl also represented IDG in the competition.

Off line

Win Your Own



Off line T-shirt



Put your imagination to the test!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, November 27. The person with the funniest submission will receive an original IDG "Off line" T-shirt displaying the cartoon above. Honorable mentions will be acknowledged in *World Update* along with the winner in the December 3 issue. Send your ideas via fax to (617) 423-0712 or BusinessTalk box D.Butler. Have fun!

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; Ontyme mailbox: IDGHQ.D/Butler or CWCI.P/Smith.

IDG's International Offices Sponsor English Classes
- PAGE 2

Advertisers Rank IDG No. 1 for New Launches
- PAGE 5

IDC Australia Off and Running with Corporate Value No. 4
- PAGE 7

IDG *World Update*

VOLUME 20, NUMBER 45 **October 22, 1990**

IEG Hopes to Change the World

Do you want to know the latest news about environmentally safe products, recycling tips, or other ecologically sound practices? You don't have to look further than the new book recently produced by International Environment Group, Inc. (IEG), an IDG affiliate based in Peterborough, N.H.

IEG president **Bruce Anderson** served as the editor for *Ecologue: The Environmental Catalogue and Consumer's Guide for a Safe Earth* published by Prentice Hall Press, a division of Simon & Schuster. Printed on 100% recycled paper, *Ecologue* is the only book currently available that reviews, compares and evaluates the cost, performance, energy efficiency and effect on the environment of a wide range of products, many of them well-known brands, and tells readers where to get them.

"Doing this book has been one of the most rewarding experiences of my life because all of the dozens of truly wonderful and professional people who worked on it believe they can change the world," Anderson said. "And we all believe that *Ecologue* will!"

ECOLOGUE
THE ENVIRONMENTAL CATALOGUE AND CONSUMER'S GUIDE FOR A SAFE EARTH
What Products to Buy
What Products to Avoid
Earth-Mending Practices
ands
and More!
Edited by
N. Anderson

IEG president Bruce Anderson

Anderson and his staff contacted more than 600 companies for environmental information, product literature, samples and photos. The 30 chapters are organized according to products ranging from household cleaners and appliances to transportation and lighting. There is also a source directory that lists addresses and phone numbers for all the products reviewed, as well as resources on radon, water purification, environmental investing and other topics.

Each chapter also contains a checklist of what daily steps the reader can take to improve the environment.

Anderson notes in his introduction that one of the biggest challenges the staff faced while compiling the book was "the tidal wave of change in products and companies." New products are constantly appearing in the marketplace, and theories about the environmental impact about a number of materials were evolving during the editing process. He advises readers to proceed with caution and contact a company before purchasing a product by mail.

Anderson plans to contribute all profits from royalties to environmental organizations.

IEG was formed last year by Anderson and IDG chairman **Pat McGovern** as an umbrella group for highly talented people to direct the power of business and industry toward improving the environment.

Ecologue is available to IDG employees for $10.00 per copy, a significant discount off the $18.95 cover price. Orders can be placed with **Nicole Kassle** at IDG corporate headquarters in Boston, telephone (617) 534-1200 or fax (617) 262-2300.

See "Editor's Choice" product sidebar on page 5.

English Spoken Here, There, and Everywhere

IDG publications communicate with 20 million readers in more than 20 different languages. Still, with connections to corporate headquarters in the United States and advertisers that want international exposure, English is a common thread that unites all IDG offices.

All country managers are fluent in English, but proficiency varies among other levels of the staff. While some employees rarely encounter any English speakers in their daily jobs, many have to communicate in English to some extent to greet visitors, answer the phone, respond to faxes or deal with advertisers.

For these reasons, IDG Germany decided to sponsor English classes for its staff in June 1988. Currently, 41 students voluntarily participate in two elementary level classes, two intermediate and one upper-intermediate/advanced class. Each class is held weekly in the company conference room and runs for one-and-a-half hours. The program has been immensely popular, due in no small part to the energetic coordinator, Nicola Anne Kidman-Sussbier, whose English-language instruction business deals primarily with corporate clients.

"The enthusiasm of the students is just wonderful," Kidman-Sussbier said. "Everyone, both students and teachers, really looks forward to the class. When you walk by the conference room, you always hear lots of laughter. People are learning, but they're having fun!" The British-born teacher noted that one group has asked to have its class time expanded to twice a week.

Kidman-Sussbier said that she's thinking about starting an English-language film series after office hours, that would be open to anyone in the company, as a means of becoming more familiar with English conversation.

AROUND THE WORLD

A small number of IDG Spain employees also attend in-house English classes. At IDG Communications France, an instructor contacts about 35 people from the editorial and accounting departments by telephone each week for a 20-minute, individualized lesson in English conversation.

In Japan, five IDG Communications employees attended outside English classes last year, and more are expected to do so. In addition, several levels of in-house classes will be given this year, twice a week, with an emphasis on conversation.

In June of this year, IDG High Tech Co. in Beijing began an ambitious program at the Institute of Science and Technology Information of China (ISTIC) in cooperation with Applied Scholastics International, a professional U.S.-based education organization. IDG has already sponsored two English classes at ISTIC that have trained approximately 250 people in the community, and another will begin soon.

"The courses are mainly for the community, however, our staff can also benefit a lot from them," said **Chen Mingkun**, president of IDG High Tech Co. "They're encouraged to participate in the courses by our company, and more than 10 staff members have been trained." Classes last for four weeks and run three hours per day Monday to Saturday.

Mr. Chen said that while the course focuses on oral communication, it also covers written English. The professors use a teaching method called "English Release," which is a very different and more effective method than traditional approaches.

"We intend to set up such courses whenever possible so that we can consistently raise our staff's English level and keep producing the same opportunities for the community," Mr. Chen said.

The intermediate English class at IDG Germany takes a break. From left: Udo Elsner, sales representative, *PC Woche*; Christine Hudema, sales rep/classified, *Computerwoche (CW)*; Uschi Pusch, advertising dept, *CW*; Jane Whitaker (standing), instructor; Manuela Bleimer, editorial assistant, *CW*; Patrick Kittler, sales rep, *CW*; Sandra Busch, advertising trainee, *CW*; Alexandra Eckbauer, trainee and Frank Hahn, sales rep, *CW*.

On line

ASK MARION

This week's On line guest is Marion Kibbee of IDG headquarters.

Q Can you give us a brief description of your responsibilities as vice president/corporate services?

A My main responsibilities involve the planning, calendar coordination, organization and execution of all worldwide managers meetings, i.e. European, Asia/Pacific and South American Manager meetings, European Advisory Operations Committee (all U.S. presidents report to Walter for this meeting), International Managers meetings, Strategic Planning and the Publishing Institute. New to the list is the IDC Research Advisory Council, I will be also be working with business unit presidents for this year's Product Line meetings. It is important to have all facility arrangements and the agenda, events and logistics planned well in advance of each meeting. The Worldwide Editorial Readership Survey calendar is prepared from this office as well, and I am involved in the management of the budget with the president and vice chairman. I greatly enjoy coordinating the agenda of the Executive Committee and handling the follow-up on action items.

I'm also responsible for culling the monthly commentary information sent in from each worldwide manager. This includes a 30/60/90 forecast, market share information and a description of what each division is currently doing for its customers and personnel. This information must be prepared for review in advance of the monthly Executive Committee meetings. This office also handles the calendar and coordination for the quarterly operational review meeting for all U.S. business units.

Another aspect of my job is to act as information liaison. This includes offering advice and guidance, acting as a point of reference for all information and, at times, doubling as a troubleshooter. It is also not uncommon for employees to refer to me as IDG's traffic cop. Most important, I make sure everyone is taken care of. If someone is visiting from overseas, this office provides information about how IDG operates, what steps need to be taken and what direction to follow to get the job done. Information must always be provided accurately and on a timely basis. I try to anticipate all the needs of our managers and provide them with what they need to make their job easier. Meetings have to be organized at least 9 to 12 months in advance so worldwide managers and presidents can plan their schedules to be flexible to meet with customers and clients.

Q As one who has been with IDG for 16 years, you have witnessed a great deal of change within the company. Does anything stand out?

A When I first started, the company was still highly centralized. *Computerworld* was the backbone for everything. Financially it supported many centralized functions. Decentralization was the greatest change that I witnessed. Each business unit was appointed a president and had to act independently. At times the transition was difficult, but overall a great learning experience. However, the bottom line soon became clear, international relationships improved and everyone learned that at the end of the day we're all one organization striving toward one goal.

Q Are there any personal accomplishments of which you are particularly proud?

A Being able to rise to the position of vice president in a fast-growing environment such as IDG. It is truly a reflection of the type of organization that IDG stands for. Everyone has an opportunity to achieve and grow. I am very proud of my position, as it is the attainment of a lifelong goal. I'm where I have always wanted to be. To me, it is the best of both worlds: business-oriented and being able to work with people. I am also particularly proud to be a member of the Executive Committee.

Q What do you see as the primary challenges currently facing IDG?

A Being the best! Global dominance in the information technology field and keeping the family atmosphere that IDG has and will continue to have in years ahead. To know and anticipate your customers needs are, in my opinion, the way to survive in the '90s. You've got to provide more and better customer service in order to stand out as No. 1. My personal goal has always been to provide superior service to our IDG family members.

Constant communication will always help us maintain this goal. So far, IDG has been the leader because it has been able to maintain positive communications over all boundaries. Pat communicates his vision and presidents/general managers are responsible to communicate this message throughout their business unit so that everyone has a solid understanding of the same goal. This is so important for a company as decentralized as IDG. Based on my own experiences and the traveling that I have done, I also feel that it is extremely important for colleagues to meet with one another. By sharing experiences, we help individuals avoid mistakes and foster new ideas; gaining knowledge is the key.

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to* IDG World Update *via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.

CD-ROM Enthusiasts Flock To Boston Show

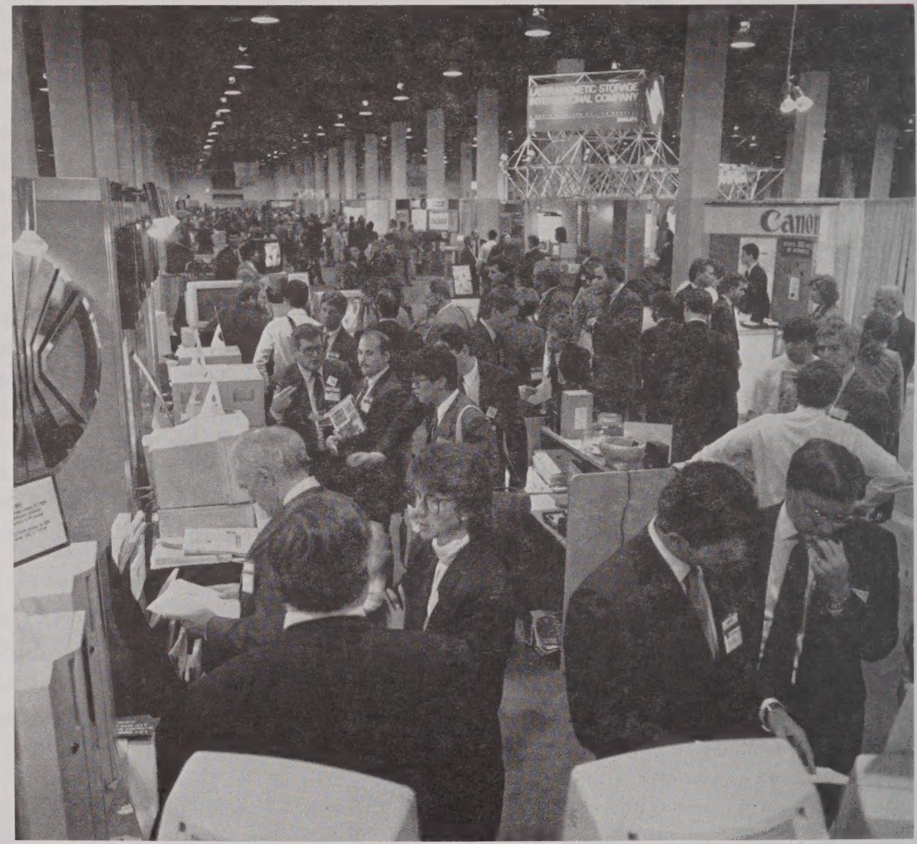
Over 3,800 commercial and business users of compact disc and optical media technology attended the fourth annual CD-ROM Expo held in Boston on October 1-5 at the World Trade Center and produced by World Expo Corp.

Among the highlights of the show was the standing-room-only keynote address by Marvin Minsky, professor of media arts and sciences at the MIT Media Laboratories.

Minsky spoke about future technologies and on the progress made on hardware products and enhanced user interaction with processors. He also described the movement toward a new era of "virtual reality" made by increases in intimate connections between people and processors.

Over 70 leading manufacturers of compact disc technology exhibited their latest offerings. New product announcements were made by *Time* magazine, *National Geographic*, 3M Optical Recording Project, American Business Information, CBIS, Inc. and Knowledgeset Corp.

CD-ROM Expo is scheduled to be held again on October 14-18, 1991 at the Washington Hilton in Washington, D.C.

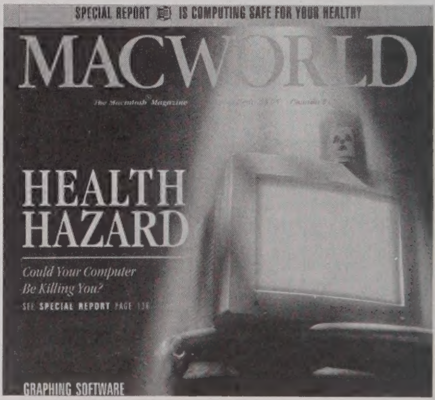


The CD-ROM show at Boston's World Trade Center attracted more than 3,800 attendees.

Columbia Journalism Review Praises *Macworld*

Macworld's July 1990 issue continues to gather accolades for its examination of potential computer health hazards. The "Darts and Laurels" column in the *Columbia Journalism Review*, which critiques news coverage, praised the publication in the Sept./Oct. 1990 issue. It cited "the Macintosh magazine for rejecting the apple-polishing, industry-friendly programs so commonly used by computer magazines. *Macworld*'s July issue featured a hard-hitting cover story by science writer Paul Brodeur detailing the ever-mounting evidence that low-frequency electromagnetic emissions from personal computers may threaten a user's health."

Accompanying the *Macworld* report was a three-page commentary by editor **Jerry Borrell** recalling the country's shameful record of denial and delay on such industrial-age hazards as asbestos, coal dust, cotton dust and radium and challenging Congress, the regulatory agencies and computer manufacturers to confront the real possibility of analogous risks of the information age.


SPECIAL REPORT IS COMPUTING SAFE FOR YOUR HEALTH?
MACWORLD
The Macintosh Magazine
HEALTH HAZARD
Could Your Computer Be Killing You?
SEE SPECIAL REPORT PAGE 136
GRAPHING SOFTWARE

Human Resources News

NEW POSITIONS THIS WEEK October 22, 1990

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

DISTRICT MANAGER (NWW)

Must have experience in print advertising sales with strong emphasis in new business acquisition and service. Requires knowledge of the networking industry and a strong desire to succeed in a highly competitive marketplace. Position is in the Chicago sales office.

SALES AND MARKETING ASSISTANT (TISC)

Will support the sales and marketing departments with good typing and organizational skills. Must be professional, flexible, have a pleasant telephone manner, as well as the ability to work independently. Macintosh experience is required.

GROUP OPERATIONS COORDINATOR, *DESKTOP COMPUTING GROUP* (IDC)

Will report to the Vice President and support 15/16 analysts, 11 domestic services and one international service. Will prepare financial and business reports for VP and Directors, defer revenue tracking, process client contracts, client support, client file maintenance, research file maintenance, research mailings, submit transmittal forms and data entry inquiries. Other administrative duties will include: travel arrangements, faxing, mailings, tracking attendance, in-house production processing, scheduling staff meetings, assisting analysts with client support, and executive assistant duties for V.P. Knowledge of Paradox, WordPerfect, and Wang WP is helpful.

CLASSIFIED SALES (DNP)

Will perform telemarketing and service clients for classified advertising. Must enjoy telephone sales and have good communication and organizational skills. Advertising experience is preferred.

ASSOCIATE EDITOR - FEATURES (CWPI)

Will work with both the Senior Editor of *Executive Report* and the Senior Editor of the *Product Spotlight*, but will report to the Senior Editor of the Executive Report and spend roughly two thirds of his/her time on responsibilities within that section. Specifically, will work on research and issue planning, handle assignment of articles, give guidance to outside authors, work on editing of all articles in collaboration with the senior editor, solicite materials for the preparation of market research graphics, layout of the section and administrative work as assigned. Must possess well developed editing skills, a high degree of organization, and good communication skills. Requires a undergraduate degree, at least two years of professional editing experience and a basic understanding of computer technology. Experience in assignment of articles and dealing with freelance writers would be helpful, but is not required.

RECEPTIONIST (PUB)

Will handle switchboard duties for three publications (PC World, Publish, and NextWorld), greet guests, handle local courier pick-ups and deliveries, send and receive outgoing and ingoing faxes at a busy desk. Requires at least one year of reception experience, excellent communication skills, and the ability to handle a fast paced environment. Macintosh skills are preferred.

For more detailed information on these job openings, please contact the Human Resource Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/FSC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Volpe	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge/Sheila O'Brien	
	(603) 924-0100	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Job Opportunities

Revised: October 22, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	International Sales Manager (2)	IMS, Framingham,MA	W. Boyd	(508)875-5000
IDG	Assistant to the President	*News Group,* Framingham, MA	D. Hill	(617)423-9030
NWW	West Coast Bureau Chief	*NetworkWorld,* San Francisco, CA	J. Gallant	(508)875-6400
NWW	New Products Editor	*NetworkWorld,* Framingham, MA	J. Gallant	(508)875-6400
NWW	District Manager	*NetworkWorld,* Chicago, IL.	D. Mahlemeister	(708)297-8855
TISC	Workstation/PC Analyst	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Dir.Midrange Systems/Server Res	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Sales and Marketing Assistant	Framingham, MA	J. Sparre	(508)935-4649
ITI	Network Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Director of Services Research	Framingham, MA	R. Segal	(508)935-4321
IDC	Program Manager	Framingham, MA	J C. Brigham	(508)935-4231
IDC	Senior Account Executive	Framingham, MA	M. Deutsch	(508)935-4348
IDC	Copy Editor	Framingham, MA	C. Sparrow	(508)872-8200
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Client Service Representative	Framingham, MA	S. Volpe	(508)935-4416
IDC	Program Manager	Framingham, MA	D. Gold	(508)935-4633
IDC	Media Relations Director	Framingham, MA	S. Volpe	(508)935-4416
IDC	Group Operations Coordinator	Framingham, MA	A. Goldberg	(508)935-4224
DNP	Programmer	*Digital News,* Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News,* Boston, MA	D. Egan	(617)482-8470
DNP	Buyers Guide Editor	*Digital News,* Boston, MA	C. Babcock	(617)482-8470
DNP	Classified Sales Representative	*Digital News,* Boston, MA	N. Fling	(617)482-8470
CIO	Operations Assistant	CIO, Framingham, MA	L. Faulkner	(508)935-4591
CIO	Production Manager	CIO, Framingham, MA	J. Levy	(508)935-4661
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Editorial Assistant P/T	Burlingame, CA	L. Gorgone	(508)879-0700
CWPI	Response Card Coord./Sales Asst	Framingham, MA	L. McGrath	(508)879-0700
CWPI	Associate Editor-Features	Framingham, MA	J. Kelleher	(508)879-0700
IDG/P	Editor-in-Chief	*ICP,* Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Art Director	*ICP,* Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Sales Associate	*Suntech Journal,* Dallas, TX	B. Sawdon	(214)701-8167
IDG/P	Circulation Manager	*GamePro,* Redwood City, CA	P. Ferrell	(415)363-5200
IDG/P	Associate Editor	*Port. Comp.,* Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Production Editor	*RUN,* Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Regional Sales Manager (2)	*GamePro,* Peterborough, NH	G. Lodge	(603)924-9471
IFW	Inventory Controller	*InfoWorld,* Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Test Technician (2)	*InfoWorld,* Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Test Development Specialist	*InfoWorld,* Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Sales Assistant	*InfoWorld,* Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Reporter	*InfoWorld,* Menlo Park, CA	C. Schneider	(415)328-4602
IFW	NW Area Director	*InfoWorld,* Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Marketing Communications Mgr.	*PCWorld,* San Francisco, CA	T. Ohara	(415)978-3204
PCW	Associate Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Data Entry Assistant	*PCWorld,* San Francisco, CA	R. Marino	(415)978-3383
PCW	Administrative Assistant	*PCWorld,* San Francisco, CA	M. Glasner	(415)978-3178
PCW	List Acquisition Manager	*PCWorld,* San Francisco, CA	H. Martin	(415)978-3302
PCW	Administrative Assistant	*PCWorld,* San Francisco, CA	N. White	(415)978-3109
PCW	Managing Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Typesetter	*PCWorld,* San Francisco, CA	C. Brown	(415)978-3221
PCW	Assistant Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Executive Editor	*PCWorld,* San Francisco, CA	R. Landry	(415)978-3208
PCW	Senior Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Sales Account Manager	*PCWorld,* San Francisco, CA	S. Van Leuven	(415)978-3264
PCW	Copy Chief	*PCWorld,* San Francisco, CA	T. Ohara	(415)978-3204
PCW	Technician	*PCWorld,* San Francisco, CA	N. Noble	(415)978-3361
PCW	Promotion Coordinator	*PCWorld,* San Francisco, CA	D. Matteo	(415)978-3107
PUB	Senior Editor	*Publish,* San Francisco, CA	J. Martin	(415)833-3297
PUB	Senior Technical Editor	*Publish,* San Francisco, CA	S. Rosenzweig	(415)833-3278
PUB	Receptionist	*Publish,* San Francisco, CA	P. Murphy	(415)833-3363
MAC	Associate Designer	*MacWorld,* San Francisco, CA	L. Barton	(415)978-3328
MAC	Assistant Editor - Reviews	*MacWorld,* San Francisco, CA	C. Person	(415)978-3345
MAC	Subscription Promo.Coordinator	*MacWorld,* San Francisco, CA	L. Davidson	(415)978-3127
LINK	Research Analyst-Telecom Ind.	*Link Resources,* NY, NY	W. Miao	(212)627-1500
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000

Advertisers Laud IDG's Market Timing, Positioning

An internal CMP study among 55 of the largest U.S. advertisers shows that IDG is the most respected company when it comes to market timing and positioning for new launches in the computer publishing field.

At a recent computer publishing conference, CMP officials reported on the study that showed that on every dimension measured, IDG outperformed all other publishing companies. On a scale of 1 to 10, advertisers were asked to rank the companies for their skills in accomplishing the key qualitites of new publishing ventures. The results are shown below:

	CAHNERS	CMP	IDG	M-H	ZIFF
Understands Market Needs	7.7	7.8	8.5	7.4	7.5
Provides Necessary Resources	7.4	7.3	7.9	6.9	7.5
Captures Imagination of Reader	7.0	7.0	7.5	7.2	7.2
Unique Market Position	6.8	6.9	7.2	6.5	6.6
Timely Launch	6.2	6.8	7.2	6.5	6.3
Average	7.1	7.3	7.8	7.1	7.3

IDG Framingham Employees Participate in World Food Day

IDG Framingham employees are participating in World Food Day during the month of October. Baskets have been placed in strategic places throughout the building to collect items for area food pantries and shelters.

The food drive is being sponsored by MetroWest Harvest, a local non-profit organization. The group will see that the items are distributed to the less fortunate.

Personal care products and baby/toddler necessities are the items needed the most.

The Editor's Choice Awards

Bruce Anderson's new book, *Ecologue: The Environmental Catalogue and Consumer's Guide For A Safe Earth,* begins with a list of ten products Anderson finds particularly worth of praise. They include:

Compact Fluorescent Bulbs
- They cost more but last ten times longer than ordinary bulbs and use one-fourth the electricity.

Honda Civic
- Gets 49 highway miles to the gallon with an efficient engine and good handling performance.

The Hurd Insol-8 Window
- Each square foot of window loses only one-eighth the heat compared with the same area in an ordinary single pane of glass.

Photovoltaic Cells
- Power for many uses based on the sun's energy.

Clean Pellet Fuel
- New wood-pellet stoves make heating with wood environmentally clean and convenient.

Caulk and Weather Stripping
- Nothing is more cost effective for reducing heating and cooling bills.

Bat Houses
- Most bats are voracious bug eaters and eliminate the need for many pesticides.

Noteworthy!

Five staff members at IDG Hungary have been nominated for bonuses for their outstanding performance and general attitude. Those who will be awarded are **Rozika Poor**, advertisements and commercial operations chief; **Gizella Fekete**, newsletter product manager; **Sandor Davidovics**, administration; **Gabor Revesz**, *EDITOP* editor and **Peter Kelenhegyi**, *CW Szamitastechnika.*

Wayne Eckerson, management strategies editor at *Network World*, has been promoted to senior editor. According to *Network World* editor **John Gallant**, "this promotion is in recognition of the exceptional news and section work Wayne has contributed since taking over the management realm in November of 1989. He has exhibited a clear understanding of the problems and issues facing network executives and has produced a wealth of coverage touching on these topics." Eckerson travels extensively, conducting site visits and interviews with key users and other experts on management issues.

Sandra Koenig, the new associate art director at *Macworld,* is responsible for the art direction of features. She was previously a designer with Clement Mok Designs.

Grace Latimer, previously an executive secretary with the Palo Alto School District, joins IDG's Mountain View, Calif., regional office as a receptionist. She enjoys golf, cooking, and gardening.

World Expo Corp. welcomes **Janet Morita** as a conference administrator for Communications Networks and CN West. Morita had worked with IDC planning breakfast briefings with *Network World* before starting a mail-order company called "Beachquest." She received a B.A. in economics.

Lisa Picarille has been hired as an assoicate editor with PCW Communications. A graduate of Northeastern University in Boston, she comes to IDG from *PC Week*, where she was a staff writer covering desktop publishing, word processing, graphics and mulitimedia.

Lori Beth Sadewitz joins *CIO* as production manager after working in customer service at Cambridge Prepress Services. She earned a B.A. in psychology at Boston University and has taken numerous photography courses at the New England School of Art and Design. She enjoys photography, needlework, skiing, writing and drawing.

Julie Savage is the new receptionist at *Federal Computer Week.* She's a recent graduate of the University of Colorado at Boulder, where she earned a B.A. in English and German. Savage's interests are reading, writing and traveling.

Karen Silverstein has been hired as a sales assistant at *Network World.* She was formerly a district sales manager in the southwest U.S. territory for *Digital Review.* Silverstein has two boys aged five years and seven months and enjoys home restoration projects.

Nancy Whittaker, ITI's new marketing research associate, will be handling telephone interviews and data entry of coded surveys. A graduate of Massachuestts' University of Lowell, she finds time for sports, plants and puzzles during her leisure hours.

The staff at *Federal Computer Week* welcomes **Ken Kaplan** as vice president of sales. Kaplan brings 14 years of experience in the sales management and publishing fields to his new position. He has spent the last eight years with CMP Publications where he was publisher of *High Performance Design.* Kaplan lives in Upper Saddle River, NJ, with his wife and three sons.

IDC
GILL MANS POINT
18760 F 5685

IDC's research analyst Neil Osipuk on the rim of Mt. Kilimanjaro in Tanzania, Africa. Osipuk joined the Climb Against Cancer expedition and reached the summit on September 14. The climb benefits prevention and early detection programs at the Dana-Farber Cancer Institute in Boston, Mass.

Aussies Keep Pace With Clients

The following account was filed by the IDC Australia bureau.

Running with a crowd of 45,000 enthusiastic amateur athletes may not be everyone's idea of a fun Sunday morning. But, for certain staff members at IDC Australia, it was a great way to spend one particular balmy winter morning.

Word had spread around the company that a number of information technology companies had entered teams in Australia's premier annual fun run, the "Sydney City to Surf." Taking note of IDG Corporate Value No. 4, IDC Australia dispatched a team to keep close to its customers in a hectic trot through the Sydney streets.

Sporting custom-designed T-shirts, the IDC team was issued last-minute instructions by team manager, Asia/Pacific vice president **Len Rust**, and preserved for posterity on film by client services manager **Dave Noble**. The team members included *ACID* editor **Michael Cleary**, Micro StoreBoard associate editor **Lynette Cridland**, research assistant **Adrien Meredith** and office assistant **Leigh Keane**.

The starting gun fired at 10:00 a.m., but the crowd was so large that IDG's team members did not pass the starting line until more than five minutes later. From there it was a mad race over a hilly 9-mile course along Sydney's picturesque harbor to the ocean at Bondi Beach.

Apart from the sheer mass of the crowd, other challenges faced the fleet-footed IDC team, including tackling the steep incline of Heartbreak Hill, dodging dogs and parents pushing strollers, fast-moving roller-blade enthusiasts and passing Army drill teams running in formation. Not to mention the cruel temptation of men pushing barrowloads of ice-cold beer.

Needless to say, the formidable spirit of the IDC team came through, with all members finishing the event in well under two hours. All finishers were awarded medals to commemorate the 20th year of the race.

While some IDC clients, who had obviously been in serious training, did come in ahead of IDC's team, others were left trailing in their wake, proving that IDC keeps up with the industry regardless of the activity.

(L to R) Leigh Kane, Adrien Meredith, Lynette Cridland and Michael Cleary show off their IDC T-shirts before the race.

Anniversaries

EIGHT YEARS
Sandra Iafolla - TISC

SEVEN YEARS
Karin Wirth - IDG Germany
Russell Onofrio - ITI

FIVE YEARS
Rosemary Hamilton - CW Publishing

FOUR YEARS
Susan Gannon - TISC
James Warmack - LINK

THREE YEARS
Thalia O'Hara - *PC World/Publish*
Regina Twiss - *Digital NEWS*
Catherine Viox - IDG/C

TWO YEARS
Deborah Butler - IDG Intn'l News Group
Takehito Sakurai - IDG Japan
Annette Johnson - IDG/C
Meghan O'Leary - *CIO*
Pat Walker - CW Publishing

ONE YEAR
Karen Rokkedal - IDG Denmark
Sal Salamone - *Network World*
Annette Johnson - *Network World*
Rich Molden - *Digital NEWS*
Clive Margolis - IDG New Zealand
Susanne Seidelhuber - IDG Austria
Nancy Bryson - *CIO*
Geoff Long - IDG Australia
Elaine Roberti - CW Publishing

Off line

Congraatulations to all of our enthusiastic cartoon contest contributors. It was a job well done, espcially for winner Per Andersen, who receives an official "Off line" T-shirt, and the honorable mention winners below, who have earned IDG World Update painter's caps. Next week, a new cartoon appears to tickle your imagination.

HONORABLE MENTIONS

"Just try and vaccinate THIS virus, Frank!"
- **Alistair Dabs**, IDG U.K.

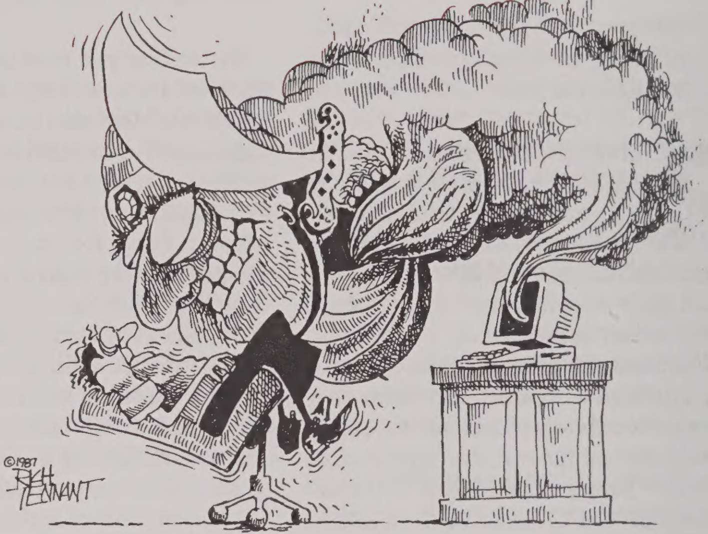
[with IBM on sword] "Ja, ja, ja...I really love OS/2! Oh yes...I really love OS/2!"
- **Dieter Eckbauer**, IDG Germany

"Don't even think of pressing 'escape'!"
- **Norma Tamburrino**, *Computerworld* NJ

Smathers discovers a most effective new form of software copyright protection.
- **Gregory Cline**, Information Strategies Group

"How many times I got to tell you, the password is spelled J-E-A-N-N-I-E, not G-E-N-I-E!!"
- **Vic Kline**, *InfoWorld*

"Your I.D. has been cancelled."
- **Dave Young**, LINK Resources Corp.



"Don't ever blame me for your lousy forecasts!"
- **Per Andersen**, IDC Scandinavia

"What do you mean you're considering another system?"
- **Bill Percy**, *Computerdata*

Dave, facing tremendous peril from a rogue program, struggles to reach his reboot button.
-**Andrew Ware**, IDC Framingham

"I SAID, 'Invalid Command!'"
- **Paula D'Amico**, *Computerworld* Display, NJ

[with Windows 3.0 on sword]"You cursed me, Master?!"
- **Ulrike Pape**, IDG Germany

IDG *World Update*

EDITOR & PUBLISHER
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Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

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Video Gamers Access Ideas and Info With *GamePro* Hotline
- PAGE 2

Portable Computing Will Change Its Name In December
- PAGE 5

Top IS Companies Make The List in *CW's Premier 100*
- PAGE 5

IDG *World Update*

VOLUME 20, NUMBER 44

October 15, 1990

IDG Captures the NeXT Generation

IDG will be the most incisive source of information about the NeXT computer when the premier issue of *NeXTWORLD*, an IDG bimonthly magazine hits newsstands in December.

According to those on the newly appointed staff, *NeXTWORLD* will move beyond the boundaries of traditional computer magazine publishing in both its scope and presentation. It will cover not only hardware and software developments for the NeXT platform, but also topics, trends and themes for an important and powerful generation of computer users.

Michael Miley, the magazine's editor-in-chief noted, "The NeXT computer redefines what a personal computer does: It combines the ease of use and productivity applications of traditional PCs with the power and networking capability of workstations. This allows groups of people to work together more collaboratively and creatively. That's what an interpersonal computer is all about. *NeXTWORLD* is the magazine for interpersonal computing. It anticipates the personal computing market and highlights individual creativity as it fulfills itself in the workgroup."

NeXTWORLD will chronicle computer use in the NeXT environment and in the personal computer and workstation communities, taking an objective view of all of them.

"We're interested in the promise of the NeXT vision, wherever that promise is being realized, even on other platforms," Miley said.

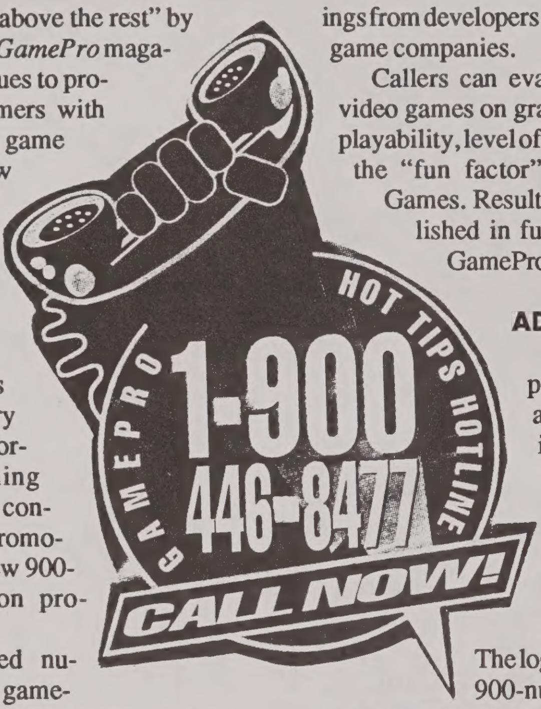
"Current and prospective NeXT users deserve the industry's best magazine and we believe IDG will deliver exactly that. They have our full support," said Steven Jobs, president and CEO of NeXT Computer, Inc.

"International Data Group is always present when a new market emerges," said **Gordon Haight**, president and publisher of *NeXTWORLD*.

> **"International Data Group is always present when a new market emerges."**
>
> **-Gordon Haight**

"The decision to lanch *NeXTWORLD* was based on the confidence IDG has not just in the unique qualities of the NeXT computer but also in the personal and technological courage of NeXT Computer, Inc.," explained Haight. "For advertisers and readers alike, *NeXTWORLD* will be the platform that captures the essence of the NeXT generation of computer users. It's a generation that's worth watching, not to mention becoming part of."

GamePro Unleashes Hot Tips Hotline Number



Rated a "cut above the rest" by its readers, *GamePro* magazine continues to provide customers with the latest in video game ideas and know-how with the launch of GamePro Hot Tips Hotline.

The Hotline allows video game cartridge fans to conveniently access current game industry news, including information on upcoming game releases, tips, contests and special promotions by dialing a new 900-number information program.

"We have received numerous calls from game-players who want to hear more about their favorite games. The Hotline seemed like a good way to give them a source of information that they could access instantaneously," said **Debra Simshauser**, *GamePro* marketing manager.

"We will continue to monitor the program to gauge its success and modify it to fit the needs of our readers. We are also actively soliciting partners for co-promotional opportunities on the Hotline," she added.

A RANGE OF OPTIONS

Information is updated monthly and divided into several sections.

One option, the GamePro Hot Tips Bulletin Board, provides tips, tactics and strategies for the hottest new releases from Nintendo, Sega Genesis and Master System, Game Boy and TurboGrafx-16 game systems.

Another section called Developer Beat informs callers about the newest happenings from developers at 16 top video game companies.

Callers can evaluate various video games on graphics, sound, playability, level of challenge and the "fun factor" in Rate the Games. Results will be published in future issues of GamePro.

AD INFO

In addition, participating advertisers can include the Hotline logo in their print advertisements and collateral materials. The logo includes the 900-number and advertisers' individual extensions. When readers see an ad with the Hot Tips Hotline logo in *GamePro*, they can call the Hotline and key in the extension indicated to hear more about the product in the ad.

All Hotline advertising mentions that there is a charge for the call and advises younger players to get their parents' permission before calling. That message is repeated at the beginning of the 900-program itself.

Since many *GamePro* readers are younger, a 15-minute cut-off time has been programmed into the system to discourage younger listeners from running up large phone bills.

GamePro also offers a one-time refund to parents who call to say they did not authorize their child to call the Hotline. The Hotline number is 1-900-446-8477. The call costs $1.75 for the first minute and $.90 for every minute thereafter.

Names of the Game

Plain, conventional and conservative are unknown vocabulary words for the folks at *GamePro*. A quick glimpse through any issue will reveal a stunning array of hot colors, creative layouts, and more monsters since the Saturday afternoon "Creature Feature" movies. You gotta be totally awesome to capture the hearts and wallets of video gamers in the target age bracket of 8 to 20.

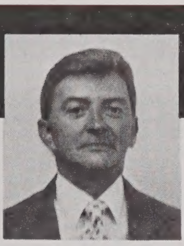
Even the *nom de plumes* of the reviewers are just a bit out of the ordinary. No John Does or Jane Smiths for this crowd. Some of the bylines in the last few issues include:

- **Tobar the 8-Main**
- **Hack 'N Slash**
- **Fanatic Fan**
- **Brother Buzz**
- **Sweet Polly Purebred**
- **Slo' Mo**
- **Andromeda**
- **Boogie Man**
- **Maid Marion**
- **Gideon**

Way cool, dudes!

On line

ASK WALTER



Q Can you make any general comparisons about publishing career paths in different parts of the world?

A In spite of there being as many cultural/social differences as there are countries in the world, the career paths in publishing are remarkably similar. While markets can range in size from very small (where as few as two or three people can put out and manage a publication — or two) to extremely large (where we have either multi-publication houses or one big publication employing 100 or more) the job functions within publishing are all the same. You need editorial, advertising/marketing, circulation, production, research and administration.

Obviously, many of these functions can be combined in smaller operations but that only means that the person doing the job has to be multi-talented to make it work.

In terms of career paths it is also interesting to note that people, by and large, do not change job functions very often. It is rare to see someone from editorial go over to the sales side, or for a sales person to decide that he or she wants to be in circulation, etc.

Having said that, however, it should be noted that becoming a publisher or managing director of a publication does not automatically happen just because you're good at just one function, such as sales or editorial or circulation, but that you're able to be multi-faceted and have an understanding of how all the pieces fit together.

I think it is also important to note that every function within the publishing business can be equally fascinating and can offer unlimited career opportunities in terms of satisfaction and fulfillment.

Q Information Technology (IT) is considered crucial to Eastern Europe's efforts to catch up economically with Western Europe. Since IDG is considered the world leader in IT, what roles will IDG assume in (in or outside of publishing) to help attain this goal?

A I believe the main role of IDG will be to offer know-how. And that know-how will be in the form of publishing expertise, market and marketing expertise, research expertise, and, due to our global presence, the ability to offer cross-fertilization between publishing and research units in various countries or areas of the world.

It will do no good in the long run if IT is just handed to people. Our jobs will be to teach them how to use IT to their advantage and help them become experts in their own markets. This is where our publications and market research units can be very effective. We can help people become experts in their own markets and, if we do this well, we will become an absolutely indispensable partner. And being a partner to our clients and readers is what will make us successful.

Q Is the launch of the upcoming IDG publication, *NeXTWORLD*, IDG's affirmation of Steven Jobs' prediction that interpersonal computing will be the next revolution in desktop computing?

A The jury is certainly still out in terms of where interpersonal computing and desktop publishing will be headed in the future and how the various aspects might merge or split apart. But, we do believe strongly that we want to be involved, at some level, in all new major technologies or platforms as they are introduced into the marketplace. By getting involved early we are covering our bets and making sure that IDG continues to be recognized as an innovative and forward-looking corporation.

Q Have you ever been privy to a situation where you were able to get someone's comments about an IDG publication or show? If so, was this a proud moment?

A One of my greatest kicks has always been to sit next to someone on a plane, for instance, and perhaps see them reading one of our publications or to hear them talking about it to their traveling companion.

I've also had people say they were in the computer business and I will usually ask what magazines and newspapers they read and then try to find out how they feel about those publications before I let them know what I do for a living! Fortunately, on most occasions I've not had to say that I worked for the competition.

Shows are also a great place to get honest comments from people who don't know who you are. And, again, because we deal in quality products the comments are almost always favorable and do indeed make you feel proud to be associated with the event.

• • • • • • • • • • • • •

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.*

FCW Gains Extra Yardage With Ad Campaign

Using football as its theme, *Federal Computer Week* recently kicked off the fourth quarter of the federal buying season with one of its most successful advertising campaigns to date.

FCW's marketing manager **Kim Herlihy** created the "Super September" campaign to coincide with two of the largest trade shows *FCW* participates in: Fed Micro and the Federal Computer Conference (FCC). Information Strategies Group (incorporating IDC Washington) estimates that more than 55% of the money budgeted by federal agencies is spent during the months before the new fiscal year begins in October, and this push, together with the start of the National Football League season, prompted Herlihy to adopt the sporting theme.

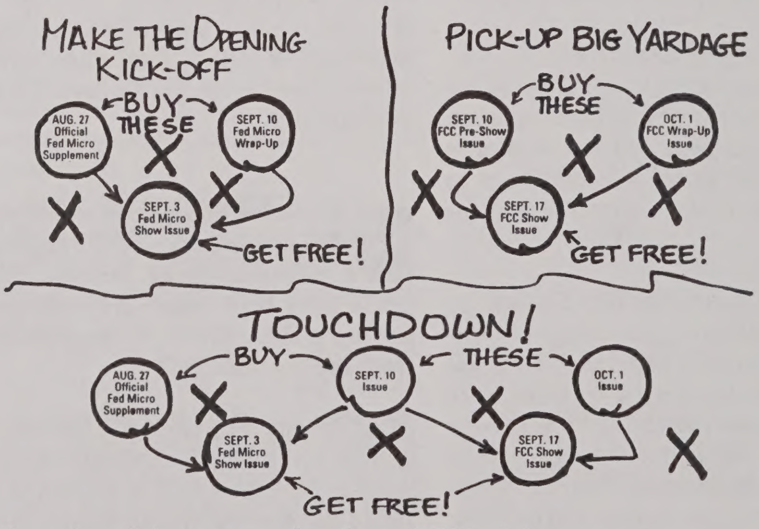
The overall strategy of the campaign included three major advertising buys that invited advertisers to participate in one of three "game" options. "Game 1 - Fed Micro" was a three-issue buy that offered advertisers Fed Micro show exposure, as well as bonus distribution through *FCW*'s "Official Fed Micro Supplement." "Game 2 - FCC" was also a three-issue buy giving advertisers complete coverage at the Federal Computer Conference. In "Game 3 - Super Bowl," advertisers could select a five-issue buy that offered exposure at both trade shows and additional distribution through the Fed Micro Supplement.

Herlihy, vice president of marketing **Peg Hosky** and marketing services specialist **John Mooney** were not content to venture onto the gridiron merely on paper. According to **Randi Franco**, *FCW*'s Middle Atlantic account manager, the marketing team scored a big hit by sending clients small plastic footballs with *FCW*'s logo in the direct mail campaign.

Other promotional items included large foam "FCW #1" hands, 1990-91 NFL schedules an fold-out advertising brochures designed like an NFL play card.

DERAL
UTER WEEK

Washington Redskins center Jeff Bostic and TV sportscaster Steve Buckhantz (with badges) drew large crowds to the *FCW* booth. District account manager Allison Mele holds the Redskins' autograph football that was raffled off to a lucky attendee. In background (L-R): marketing manager Kim Herlihy, marketing specialist John Mooney, publisher Steve Woit, midwest account manager Tom Hanley, circulation assistant Van My Do.


MAKE THE OPENING KICK-OFF
BUY THESE
AUG. 27 Official Fed Micro Supplement
SEPT. 10 Fed Micro Wrap-Up
SEPT. 3 Fed Micro Show Issue
GET FREE!
PICK-UP BIG YARDAGE
BUY THESE
SEPT. 10 FCC Pre-Show Issue
OCT. 1 FCC Wrap-Up Issue
SEPT. 17 FCC Show Issue
GET FREE!
TOUCHDOWN!
BUY THESE
AUG. 27 Official Fed Micro Supplement
SEPT. 10 Issue
OCT. 1 Issue
SEPT. 3 Fed Micro Show Issue
SEPT. 17 FCC Show Issue
GET FREE!

The advertising game plan from *FCW*'s July wrap-up.

Portable Computing to Become *Portable Office* in December

The evolution of *Portable Computing* from a laptop-oriented buyers guide to a full-service portable computing and communications publication will soon enter a new era. Publisher **Michael Kelleher** announced last month that the publication will change its name in December to *Portable Office*, The Mobile Professional's Monthly.

"Rapid changes in the American workstyle and continued vitality in the portable office market have prompted us to take this action," said Kelleher.

"*Portable Office* more clearly represents what this magazine is all about and better identifies the information needs of our readers," he added.

Kelleher pointed out that the name change is part of a strategic plan begun last year. "The Portable Office," for example, is a regular feature that has been appearing since February. The magazine will increase its communications focus, which provides information on all the developments in cellular phones, voice/data communications, satellite paging technology, portable fax machines, modems, e-mail and networking, among other topics. It will continue to report on the latest in portable computers, software applications and portable peripherals.

The expanded editorial focus will also bring with it an editorial page increase of up to 50%. The staff is growing, too, with a marketing specialist joining the group in November and another editorial position still to be added.

A new look will accompany the name change and art director **Lou Ann Morin** is hard at work on a complete redesign of the publication for the December issue. In January 1991, *Portable Office*'s rate base will increase to 100,000, up from the current BPA audited circulation of 76,141.

Premier 100: Who's Who in IS

The third annual issue of the *Computerworld Premier 100* rolled off the presses announcing the top 10 organizations in the Information Systems industry.

The *Computerworld Premier 100* team of senior editors **Joseph Maglitta** and **Michael Sullivan-Trainor**, design director **Nancy Kowal**, managing editor **Joyce Chutchian** and interns **Derek Slater** and **Kelly Dwyer** logged more than six months of research and editorial work to produce this year's issue. Thousands of calls were placed to track down the chief IS executive at 500 corporations, and hundreds of hours of intense analysis went into verifying and calculating the survey data.

Although IS spending is a large consideration for ranking the *Computerworld Premier 100* entrants, the companies are also judged on five other carefully selected criteria. These are long- and short-term profitability, market value of the major systems to determine whether a company is using current technology, budget for staff and training and the ratio of personal computers and terminals to total employees.

The *Computerworld Premier 100* is actually two lists in one: an overall ranking of IS effectiveness across all industries and separate ranking of the Top 10 firms in each industry.

According to senior editor Sullivan-Trainor, "The ranking system is used by companies as a measure of the value of their IS organizations. Each year the issue generates hundreds of reprint requests from firms wondering how they are doing."

Calendar 1 2 3

- **October 18-20**
  Macworld Expo/Australia
  Darling Harbour
  Sydney, Australia
- **October 23-25**
  Macworld Expo/Canada
  Better Living Center
  Toronto, Canada
- **November 7-9**
  IDG Worldwide Managers Meeting
  LaQuinta
  Palm Springs, CA
- **November 12-16**
  Comdex/Fall '90
  Las Vegas, NV
- **December 5-8**
  Communication Networks/Korea
  Korea Exhibition Center (KOEX)
  Seoul, South Korea
- **January 10-13**
  Macworld Expo
  Moscone Center and Brooks Hall
  San Francisco, CA
- **February 11-12**
  European Managers Meeting
  Prague, Czechoslovakia
- **February 13-14**
  CW Product Line Meetings
  Prague, Czechoslovakia
- **February 15-16**
  PC World Product Line Meetings
  Prague Czechoslovakia
- **February 28**
  IDG Board of Directors
  Framingham, Mass.

Noteworthy !

Digital NEWS has named **David Egan** president and CEO of *Digital NEWS* Publishing. Egan was promoted to publisher of *Digital NEWS* in May and will now hold both titles. Egan has been credited with developing a strong, coordinated sales and marketing program for the publication that effectively complements its award-winning editorial news product, which is preferred by most VAX marketers.

Wayne Silverman joins *Digital NEWS* as West Coast sales representative for the biweekly newspaper's classifieds section. Silverman will handle clients in the West and Midwest. Prior to joining *Digital NEWS*, Silverman was a sales rep for Kay Jewelers and Northwest Mutual Life Insurance. He is a graduate of the University of Massachusetts at Amherst and holds a B.A. in economics.

Kerry Ann Bubluski, Scott Bouleau and **Stephen Hindley** have joined ITI as market research associates. Their responsibilities include data entry, questionnaire coding and conducting telephone interviews. Bubluski recently graduated from Fairfield University where she received a B.A. in communications. Hindley is a 1990 graduate from Syracuse University.

Fran Cowen has been appointed senior district manager for *Computerworld*'s Southwestern territory. Cowen was previously an account manager for *PC World* where she was the top salesperson in the Western region. She has been in high-tech publishing for 10 years and during her career has also served as an MIS professional for the city of Chicago.

There have been many recent promotions at IDG Research Services Group. **Claudette Sears**, formerly a research assistant, has been promoted to assistant production manager. In her new position, Sears will be responsible for the accuracy, success and smooth flow of the multitude of studies and projects conducted by IDG Research. A three-and-a half year veteran of the group, Sears will also be responsible for overseeing advertising measurement studies, such as Starch and Harvey, for various IDG publications.

Terry Scuzzarella has been promoted to personal computer industry analyst. She will provide all PC-related secondary research and analysis in support of the sales and marketing functions within IDG publications, covering systems, peripherals, software applications and communications within the PC market segment.

Janet Argersinger will focus on all phases of the primary research process for clients of IDG Research Services in her new position as research analyst.

Mike Curnen has joined the copy desk at *Network World* as copy editor. Curnen is a 1989 graduate of Holy Cross College with a bachelor's degree in English. He recently finished an internship with Steviya International Corp., a worldwide agricultural industry trader where he performed market research and foundational sales work. In his spare time, Curnen enjoys hiking, reading, cooking and bicycle racing.

John Carpenter joins Installed Technology International as account executive. Carpenter comes from Dun & Bradstreet's marketing services where he was in charge of sales. Carpenter received a B.A. in history from Virginia Military Institute in Lexington, VA.

Alfred Lara will be responsible for sales in his new position at *Digital NEWS* as Southwestern regional manager. Lara was formerly with W.W. Dotts Co. as a sales executive in charge of ad space sales. A graduate of University of California at Berkeley, he enjoys fencing, tennis and is a self-proclaimed "culinary wiz."

Peter Guastella joins *Publish* as customer service representative responsible for answering customer inquiries and correcting errors pertaining to individual subscriptions. Guastella received a B.S. in industrial and labor relations from Cornell University in Ithaca, NY. At present, Guastella is seriously studying music and loves to read.

Daniel Ferro joins *InfoWorld* as district manager for advertising sales in the Midwest and Mid-Atlantic states. Ferro comes to IDG from Fairchild Publishing's *MIS Week*. He received a B.S. in marketing from St. Josheph's University in Philadelphia. and enjoys golf, long walks and surf fishing.

Derien Werfhorst joins *Macworld* as administrative assistant supporting the international accounts and sales departments. Werfhorst received a B.A. in sociology from U.C. Santa Cruz and enjoys music, travel and languages.

Sheila O'Brien joins IDG/C Peterborough as Human Resources representative. She will oversee recruiting, benefits and employee relations. Previously, O'Brien was personnel manager for Discom. She attended Franklin Pierce Colllege and enjoys skiing, hiking and tennis.

Theresa E. Merrell is an assistant project manager for World Expo Corp., drawing on her recent convention planning experience with the Anaheim (Calif.) Hilton and Towers. A graduate of Fullerton College, with a degree in business, Merrell enjoys tennis and golf.

10th Anniversary Celebration

Pat McGovern and Steve Woit in front of the Ritz-Carlton Hotel.

Steve Woit, president and publisher of *Federal Computer Week*, recently celebrated his 10th anniversary at IDG. After a morning at the CD-ROM show in Boston, Woit joined IDG chairman **Pat McGovern** for the traditional anniversary luncheon at the Ritz-Carlton Hotel.

Woit's first job was executive assistant to the chairman in charge of new business development and analysis. He later served as director of business development for personal computer publications. Before assuming his current position in 1988, he was vice president/new products division, responsible for the planning, development, administration and launch of *Federal Computer Week*, *Digital NEWS*, *CIO* and other publications.

Married with a two-year-old daughter, Woit enjoys browsing for antiques, reading and fly-fishing in the waterways around Washington, D.C.

(L-R) Judy Sutter, Amy Striplin

(L-R) Amy Striplin, Kathy Isaacs

Last week, two photos in the Atlanta sales office spotlight were misidentified. The correct captions appear above.

Anniversaries

SIXTEEN YEARS
Joanne Capolino - ITI

EIGHT YEARS
Maureen Diodati - CW Publishing

SEVEN YEARS
Mary Doyle - CW Publishing

SIX YEARS
Mary Moran - ITI
Sharon Bryant - CW Publishing

FIVE YEARS
Carol Spach - CW Publishing

FOUR YEARS
June Wallach - LINK
Sharon Baker - IDG Int'l News Group
John Corrigan - CW Publishing
Cheryl Podda - IDG Australia

THREE YEARS
Jim Pernock - *Network World*
Edward Kennedy - ITI
Val Landi - CW Publishing
Jill Halbert - CW Publishing
Beth-Ann Hill - IDG
Ruth Comerato - IDG
Martha Stephens - IDG
Lisa Bonaccorso - CW Publishing
Lou McCreary - *CIO*

TWO YEARS
Elizabeth Buma - IDG
Terrence Jones - IDG
Janet Keough - IDG
Elaine Ouellette - IDG
Emily Wollenweber - *PC World*
Noel White - *PC World*

ONE YEAR
Shirley Sweeney - IDG
Karla Hopkins - IDG
Luanne Kiley - IDG/C
Margaret Hennessy - CW Publishing
Frank Jay - IDG Australia

Do-ers profile

Valerie Shanks

- **PROFESSION:** Director of Coordination, IDG Spain
- **HOME:** Madrid
- **LAST BOOK READ:** *Holidays in Hell* by P.J. O'Rourke
- **INTERESTS:** Reading, music, going to the cinema.
- **DREAM VACATION SPOT:** Kenya
- **FAVORITE VACATION DESTINATION:** Cuenca (a small town outside Madrid)
- **FAVORITE CITY:** New York
- **WHAT CELEBRITY WOULD YOU MOST LIKE TO MEET?** Tina Turner
- **WHAT DON'T YOU DO, BUT WISH YOU COULD?** Play the piano
- **WHAT DOYOU DO, BUT WISH YOU DIDN'T?** Smoke
- **GOAL IN LIFE:** To know what my goal in life is.

IDG World Update

EDITOR & PUBLISHER
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MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
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***IDG World Update* is published weekly for the employees of International Data Group. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; Ontyme mailbox: IDGHQ.D/Butler or CWCI.P/Smith.**

IDG Germany Copes With A Fire In Its Building

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Atlanta Sales Office Moves Into The Spotlight

- PAGE 4

Put Your Imagination To Work With Another Off line Cartoon

- PAGE 8

IDG World Update

VOLUME 20, NUMBER 43

October 8, 1990

1991 Photo Calendar Winners Chosen

Congratulations to all of the entrants of the 7th annual IDG Photo Calendar Contest.

More than 140 photos and slides were submitted by IDG employees from close to a dozen countries.

Selected members of the International News Group, *DigitalNEWS* and *Macworld* had an exceedingly difficult time choosing just 12 winners.

The colorful 1991 calendar will be distributed to all IDG employees in late December.

The votes have been cast, the scores tallied. The winners are...

- SEE PAGE 2

"Circle of Youth" by Julian Okwu, *Macworld* U.S. (First place winner).

Mail Call: New Email System Is Up and Running

Have you tried IDG's new Email system yet?

The system, which uses GE's Business Talk software, is now operational and ready for use. All mailboxes that existed on the Ontyme or NWI systems are on the GE system. **The official switchover date for all of IDG and IDC is Oct. 22. Ontyme and NWI will be shut off by Oct. 31.**

The new system places Email communications on the same system with IDG's news services — the News Service, Feature Service, Product Reviews and Product Comparisons. A global trade show calendar has also been activated. In the coming months, IDC research and additional bulletin boards will be placed on the system.

Customized Business Talk software and documentation have been shipped to all IDG and IDC locations worldwide. Any Email or News Service users who have not received copies should:

1. Check first with the business unit president or director and/or system department for copies;
2. Contact the International News Group, which administers the communications system, if no copies have been received.

For software and documentation or for any other questions about IDG's use of the Business Talk system, contact Maureen Page at the News Group at Email Business Talk M.PAGE, Ontyme CWCI.M/PAGE or NWI MPAGE.

For questions about setup and connection to the GE network in your city or country, contact the GE service office listed in the documentation sent to your office.

Start checking your mailbox and using the system. It's cheaper than fax!

Photos

- FROM PAGE 1

FIRST PLACE
Julian Okwu, *Macworld* U.S.

SECOND PLACE
Carlos de la Iglesia Fuentes, CW Spain

THIRD PLACE
Kelly Conlin, IDG HQ

(Right) Photo by Sue Gross, IDG/C Peterborough (Honorable Mention).

HONORABLE MENTIONS:

Sue Gross, IDG/C Peterborough

Xu Xiaoshan, IDG High Tech Beijing

Julie Murphree, IDG/C Peterborough

Jim Nash, CW Burlingame

Doreen Ferguson, IDG Credit

Bill Leitch, World Expo Corp.

Wong Yali, IDG High Tech Beijing

Neil Osipuk, IDC Framingham

Han Jianhua, IDG High Tech Beijing

(Left) Photo by Jim Nash, CW Burlingame (Honorable Mention).

Office Keeps Going Despite Fire and Smoke

The staff at IDG Germany had an unexpected holiday early in September. A mid-morning fire in the basement caused heavy smoke damage throughout the six-story building and the office had to close for a week.

Although no one was injured, the staff is still recovering from the disruption caused by equipment failure and building damage. Initially, all the computers were cleaned, but they were later replaced because their future performance could not be guaranteed. New carpets have been installed and painters continue to work on hallways and stairways.

The phone system was down for a while, frustrating receptionists **Irmgard Meyer** and **Elfi Tenbieg**, who had to handle numerous calls from clients and others who wanted to know what was happening. The editorial department didn't suffer too much interruption, as the editors and writers worked out of their homes for a few days.

Early on the day of the fire, **Monika Tenbieg**, executive assistant to IDG's vice president of central Europe **Eckhard Utpadel**, left her home to go pick up **Grigory Gromov** at the airport. The publisher of the future *Computerworld U.S.S.R.* had arrived to spend a few days with IDG Germany, and Tenbieg first brought him to his hotel. Telling him that she'd return later to bring him to IDG, Tenbieg drove to the office and found that the street was closed and fire trucks and a big crowd of people had gathered in front of the building. "I was shocked," Tenbieg said. "I had to call Grigory and tell him that there was no office for him to visit!"

Jurgen Reischel, controller for northern and central Europe, recalled hearing the fire trucks nearby and wondered where the fire was located. "I went up to the roof to see if I could see anything, but I didn't realize that it was my building until I came back down," he said.

Brigitte Schleibinger, circulation manager for *Computerwoche*, was much more aware of what was happening, as her first floor office was just a short distance away from the fire. Worried that years of circulation information would go up in flames, Schleibinger grabbed dozens of three-ring binders from her bookshelves and tossed them off her street-level balcony.

Brigitte Schleibinger demonstrates her technique.

Painting equipment has been a familiar sight at IDG Germany.

Utpadel, whose sixth-floor office area sustained most of the damage due to the smoke, was on a sailing vacation in Greece and missed all of the excitement. Since no one was able to contact him, "I came right to the office after flying back, and you can imagine how surprised I was," he said.

With all they've had to cope with during the past few weeks, the staff is happy to return, for the most part, to their normal routines.

Job Opportunities

Revised: October 8, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Dir. of Corporate Communications	Framingham, MA	W. Boyd	(508)875-5000
IDG	International Sales Manager (2)	IMS, Framingham,MA	W. Boyd	(508)875-5000
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	J. Gallant	(508)875-6400
NWW	Marketing Comm. Specialist	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
IDC	Director of Services Research	Framingham, MA	R. Segal	(508)935-4321
IDC	Program Manager	Framingham, MA	J C. Brigham	(508)935-4231
IDC	Senior Account Executive	Framingham, MA	M. Deutsch	(508)935-4348
IDC	Copy Editor	Framingham, MA	C. Sparrow	(508)872-8200
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
IDC	Client Service Representative	Framingham, MA	S. Volpe	(508)935-4416
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Response Card Coordinator	Framingham, MA	P. Caplan	(508)879-0700
CWPI	Editorial Assistant	Burlingame, CA	L. Gorgone	(508)879-0700
CWPI	Sales Assistant	Framingham, MA	L. McGrath	(508)879-0700
IDG/P	Receptionist	*GamePro*, Redwood City, CA	L. Kavish	(415)363-5200
IDG/P	Editor-in-Chief	*ICP*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Ad Director /Sales Manager	*ICP*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Sales Associate	*Suntech Journal*, Dallas, TX	B. Sawdon	(214)701-8167
IDG/P	Circulation Manager	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IDG/P	Associate Editor	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IFW	Inventory Controller	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Test Technician (2)	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Test Development Specialist	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Sales Administrator	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	Reporter	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-4602
IFW	NW Area Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Marketing Communications Mgr.	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Data Entry Assistant	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	M. Glasner	(415)978-3178
PCW	Telemarketing Account Manager	*PCWorld*, San Francisco, CA	S. Wade	(415)978-3134
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Advertising Traffic Coordinator	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Travel Agent	*PCWorld*, San Francisco, CA	P. Fitzgibbon	(415)978-3206
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Managing Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Telecom./Facility Specialist	*PCWorld*, San Francisco, CA	M. Keyes	(415)978-3364
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PCW	Senior Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Sales Account Manager	*PCWorld*, San Francisco, CA	S. Van Leuven	(415)978-3264
PCW	Copy Chief	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PUB	Senior Editor	*Publish*, San Francisco, CA	J. Martin	(714)833-3297
PUB	Copy Editor	*Publish*, San Francisco, CA	L. Steere	(714)833-3282
PUB	Senior Technical Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(714)833-3278
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Buyers Guide Editor	*Digital News*, Boston, MA	C. Babcock	(617)482-8470
LINK	Research Analyst-Telecom Ind.	*Link Resources*, NY, NY	W. Miao	(212)627-1500
MAC	Associate Editor-Features	*MacWorld*, San Francisco, CA	S. Stefanac	(415)978-3314
MAC	Associate Designer	*MacWorld*, San Francisco, CA	L. Barton	(415)978-3328
MAC	Assistant Editor - Reviews	*MacWorld*, San Francisco, CA	C. Person	(415)978-3345
MAC	Subscription Promo.Coordinator	*MacWorld*, San Francisco, CA	L. Davidson	(415)978-3127
CIO	Operations Assistant	CIO, Framingham, MA	L. Faulkner	(508)935-4591
CIO	Production Manager	CIO, Framingham, MA	J. Levy	(508)935-4661
TISC	Workstation/PC Analyst	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Dir.Midrange Systems/Server Res	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Network Analyst	Framingham, MA	M. Cornetta	(508)935-4734
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000
CW-HK	Senior Reporter	Wanchai, Hong Kong	L. Janney	fax (852)861-0953

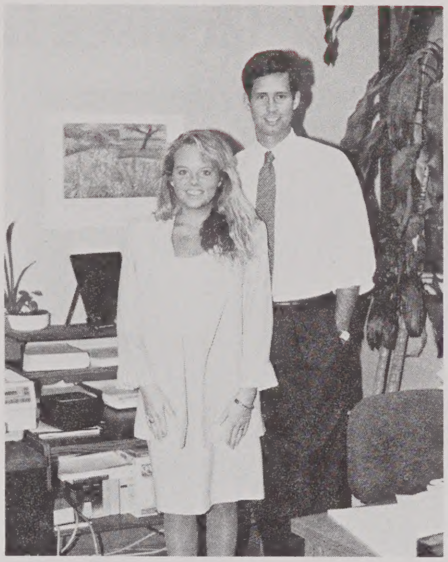
consumer affairs administrator. She has an associate's degree in business administration and is now at Kennesaw College working toward a bachelor's degree in the same field. While her husband and two young sons keep her busy, she tries to find time for traveling, reading, aerobics, walking and tennis.

Sutter has been with IDG longer than anyone in the Atlanta sales office, having just celebrated her sixth anniversary. Prior to IDG she served as Atlanta city publisher and national advertising director for *Goodlife* magazine, a nine-city, controlled circulation publication. Married with three daughters, Sutter lists sailing, tennis, collecting art and international traveling among her many interests.

Kathy Isaacs, southeast account manager for *Macworld*, previously worked as a sales representative for Ziff-Davis and "defected to the winning side" three years ago. A graduate of Penn State University, Isaacs fills her time outside the office with playing with computers and her baby Michael.

Annette Johnson

For the past two years, **Amy Striplin** has served as the administrative assistant for both Sutter and Isaacs. A graduate of the University of Tennesee, she previously worked as the advertising coordinator at Atlanta Apparel Mart. Her hobbies include her cats, "watching bad TV," and cross-stiching baby presents. "There are always pregnant people in this office," she said.



Gayle Malicki, Jim Shannon

Keeping up with his colleagues, **Jim Shannon**, *InfoWorld*'s southeast regional manager, became a new father last month. Shannon has also spent time with *Digital NEWS* during his two-year IDG career. A graduate of Lake Forest College in Illinois, Shannon participates in swimming, golf and tennis in his spare time.

Mindy Christie is the part-time sales assistant for *InfoWorld* and has worked for IDG for the past three years. She is currently taking courses toward a degree in psychology and tries to find time in her busy schedule for tennis, movies and books.

Gayle Malicki is the sales assistant to Shannon and does "a little bit or a lot of everything." She has a Bachelor of Fine Arts degree and has worked as an accountant assistant at the University of Texas. Malicki is a three-year IDG veteran and enjoys her seven-month-old son, sports, water colors and ceramics.

Bill Perry wears two hats as district manager for *Network World* and director of marketing and sales for *Global Networks*. He has been with IDG for two years after working in sales and sales management for *Electronic News*. Perry holds an MBA and a degree in English from the University of Kentucky and enjoys swimming, tennis, running and music (with a special emphasis on rhythm and blues).

Annette Johnson also plays a dual role in Atlanta, serving as both the office receptionist and as *Network World* sales assistant. Nearing her second anniversary with IDG, Johnson has an associate's degree and is working on a bachelor's degree to become a high school mathematics teacher. Traveling, swimming, dancing, children and movies are her primary interests outside the Atlanta sales office.

Mari-Lynn Jackson, southern regional manager for *Portable Computing*, came to IDG almost four years ago after working as a research manager for an advertising agency. She has a B.S. in marketing from Georgia State University and counts reading, nutrition, camping and hiking among her hobbies. Jackson will also be joining the Atlanta baby brigade after the birth of her first child, expected to arrive on Halloween.

Mari-Lynn Jackson

The folks in the Atlanta office invite any IDGers in the neighborhood to stop by and say hello.

But be forewarned: you'll probably have to set some time aside to look at baby pictures!

Federal Computer Week Cruises In Style

Boarding *The Spirit of Mt. Vernon* are: (L-R): Randi Franco, account manager, *FCW*; Mary Fran Kirchner, director of marketing, Information Strategies Group (incorporating IDC Washington); Peg Hosky, vice president of marketing, *FCW*; Allison Mele, district sales manager, *FCW*; and Kim Herlihy, marketing manager, *FCW*. Other IDG employees aboard included *FCW* publisher Steve Woit and editor Edith Holmes; Marina Young, president of Information Strategies Group and John Mooney, *FCW* marketing services specialist.

Dinner and dancing were the order of the evening as the staff of *Federal Computer Week* held their second annual cruise Sept. 17 aboard Washington, D.C.'s premier cruise ship, *The Spirit of Mt. Vernon*.

The dinner dance, held in conjunction with the Federal Computer Conference, allowed *FCW* a unique opportunity to thank many of its largest advertisers for their past, present and future support. This year more than 200 people sailed along the Potomac River aboard *The Spirit*, which offers passengers a spectacular nighttime view of the city's illuminated monuments and other sights.

During the evening, *FCW* held a raffle for an official National Football League (NFL) football autographed by the popular Washington Redskins. This prize was in keeping with the football of *FCW*'s "Super September" advertising campaign, which was designed around several important conferences and also coincided with the beginning of the NFL season.

FCW marketing manager **Kim Herlihy** and marketing services specialist **John Mooney** organized the event.

Noteworthy!

Network World announced the promotion of **Don F. Mahlmeister** as national sales manager. Mahlmeister will plan, organize and coordinate *Network World*'s advertising sales activities and oversee eight district managers located throughout the continental U.S.

Mahlmeister came to *Network World* from *Data Communications*, a McGraw-Hill publication, where he worked for two years as district manager for sales in the Midwest region. He also worked in various sales and management positions at Medical Economics Inc., and Gravenhorst & Associates. He received a bachelor's degree in English from College of the Holy Cross in 1972.

Maureen Rondeau has been appointed Global Networks Manager within IMS, responsible for domestic and international technical coordination of all advertising bookings generated from the expanding IDG Global Advertising Network buys. Rondeau, a five-year IMS veteran, will continue to be the "right arm" of the IMS sales force and the internal point person for client servicing.

Thomas Kiley joins *CIO* as senior writer. Kiley comes to *CIO* from *New England Business* where he was a staff reporter. Kiley graduated with a B.A. from the University of Rochester.

Dick Denechaud joins IDC as senior account manager responsible for sales in the New York and New Jersey area. Previously, Denechaud was national account manager for DataPro Research Group. He received an M.Ed from the University of Mass., enjoys all sports, and has just completed work on a manuscript entitled *Managing For Quality and Survival*.

Geoffrey Perry joins the sales department at IDC as account executive. He previously held the same position at Xscribe Corp. He received a B.S. in business administration from the University of Southern California.

Tenth Anniversaries For Six at IDG Germany

IDG chairman **Pat McGovern** stopped by the offices of IDG Communications Verlag AG in Munich September 12 and escorted five employees to one of the city's finest restaurants in honor of their 10th anniversaries with IDG. The five were treated to a limousine ride and presented with engraved, marble-based pen and pencil desk sets.

Christian Mahler, department manager of the reprophotography section, is married and has two daughters, aged eight and ten. He enjoys spending time at his holiday house near Munich and playing tennis. Formerly a chemical-technical assistant, he still does analyses of chemical combinations in his free time.

Ursel (Uschi) Pusch, who handles classified and recruitment ads for the advertising/administration department, was the first IDG trainee hired as a full-time employee. A cat lover and skilled photographer, she enjoys traveling to such far-flung locations as Hawaii, New Zealand and Thailand and cooking exotic meals.

Maria Döhler also works in the classified and recruitment ads section. Born in Peru, she is married to a Bavarian and has an 18-year-old son.

Vice-production manager, **Clemens Paunert** handles the ads in all IDG Germany's publications. Married, with a 23-year-old daughter, he enjoys playing tennis, cards, reading and cooking. He also owns a small vineyard of which he is very proud.

Ernst Seyfert works in the production/disposition department and is responsible for *PC Woche* production. He is married with two children, a boy of 12 and a girl 16. He likes windsurfing, tennis and enjoying his model train. His favorite holiday destination is the Tuscany region of Italy.

Ellen Rahmann of the classified and recruitment ad section was on holiday and unable to join the group. Married with a young son, she often travels to Greece and enjoys cooking Greek dishes.

(L-R): Christian Mahler, Pat McGovern, Ursel Pusch, Maria Dohler, Clemens Paunert, Ernst Seyfert

Anniversaries

SIX YEARS

Ingrid Holzbauer - IDG Germany
Anton Paunert - IDG Germany
Christine Schulz - IDG Germany
Karin Goesslinghoff - IDG Germany

FIVE YEARS

Heiderose Witte - IDG Germany
Christoph Hammerschmidt - IDG Germany

ONE YEAR

Gisela Schlieder - IDG Germany
Richard Wong - *Network World*
Amanda McVitty - IDG New Zealand

New Managing Director in Netherlands

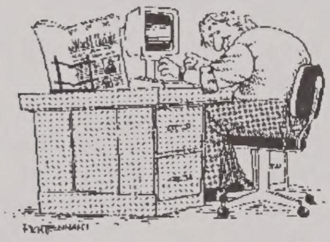
Newly appointed managing director of IDG Netherlands, Ruud Bakker will be joining IDG December 1. Currently, Bakker is divisional deputy managing director of VNU Business Publications. Until December 1, Bakker can be reached at:

Ruud Bakker
Planetensingel 63
2404 AB Alphen am Rijn
The Netherlands
011-31-1720-22762 (telephone and fax)

IDG employees can also send messages to Ruud Bakker at the office in Amsterdam and they will be delivered to him by the staff.

Off line

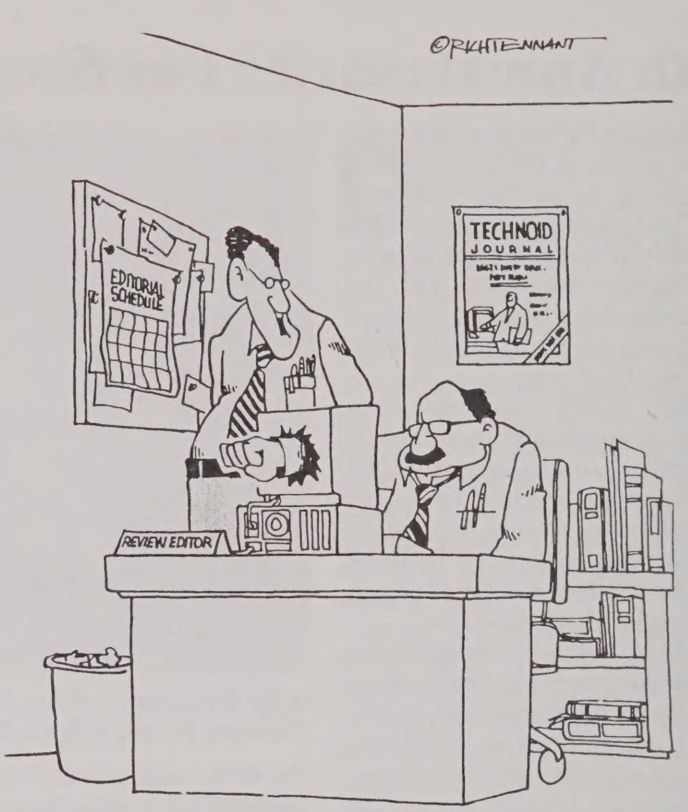
Win Your Own



Off line T-shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Wednesday, November 7. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the World Update banner. Fax your creations to (617) 423-0712 or Ontyme box IDGHQ.D/Butler.



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Interest Rates To Be Affected By Iraq Situation? Bill Murphy Answers

- PAGE 3

World Expo Corp. Awarded Sponsorship in Korea

- PAGE 4

Four *Macworld* Contenders. Who will the winner be?

- PAGE 5

IDG *World Update*

VOLUME 20, NUMBER 42 October 1, 1990

Macworld Scores Another Macintosh-Specific Magazine

Two years ago, Jim Martin, president of Macworld Communications Inc., implemented an aggressive strategy to reach as many readers and buyers of Macintosh computers and products as possible. Part of this strategy has been to acquire Macintosh-specific magazines. The most recent, the *Macintosh Buyer's Guide*, a quarterly magazine devoted to Macintosh product listings has a qualified circulation base of more than 100,000 and marks Macworld's fifth acquisition. Others include *Macintosh Today, Macazine, Macintosh Business Review and Macintosh Hands On.*

"By purchasing the *Macintosh Buyer's Guide* qualified circulation base, we're strengthening our full-service approach to reaching the readers and growing the market. This supports our goal of building the largest and most influential source of information for Macintosh users and buyers at all levels," Martin said.

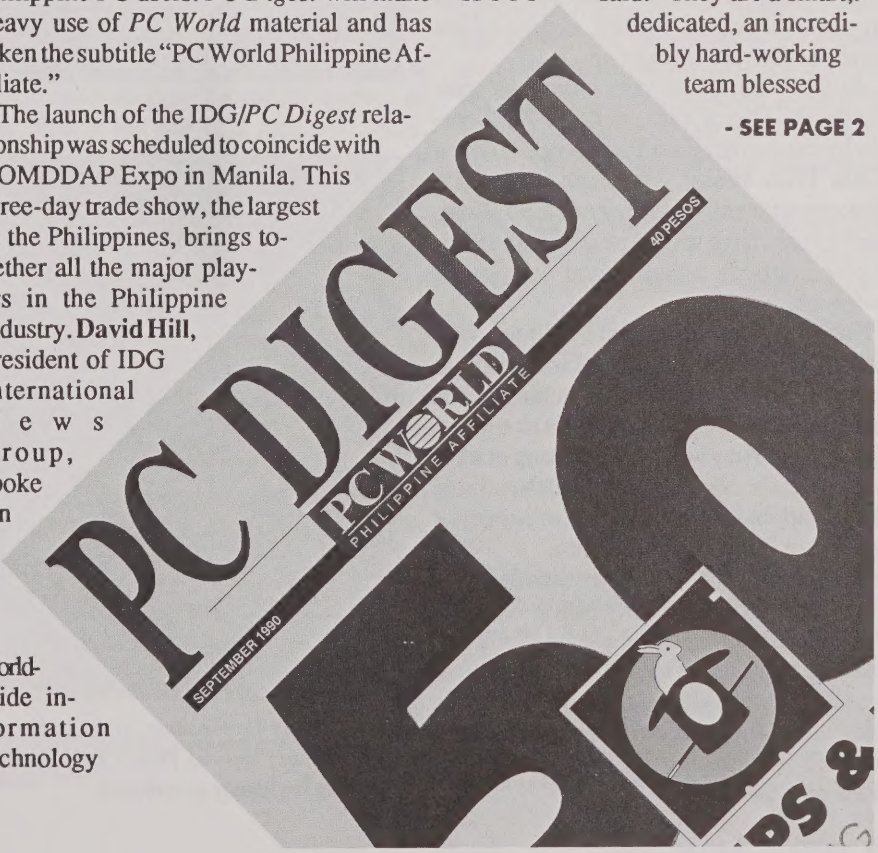
IDG Hoists A New Flag With Philippine Licensee

IDG officially raised its banner in the Philippines last week with the inauguration of its relationship with *PC Digest*, a year-old monthly magazine for Philippine PC users. *PC Digest* will make heavy use of *PC World* material and has taken the subtitle "PC World Philippine Affiliate."

The launch of the IDG/*PC Digest* relationship was scheduled to coincide with COMDDAP Expo in Manila. This three-day trade show, the largest in the Philippines, brings together all the major players in the Philippine industry. David Hill, president of IDG International News Group, spoke on worldwide information technology trends and represented IDG at a variety of launch functions.

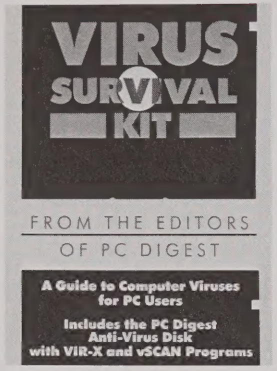
"Our new partners in the Philippines are a delight to work with," Hill said. "They are a smart,. dedicated, an incredibly hard-working team blessed

- SEE PAGE 2



Philippines

- From page 1



VIRUS SURVIVAL KIT

FROM THE EDITORS OF PC DIGEST

A Guide to Computer Viruses for PC Users

Includes the PC Digest Anti-Virus Disk with VIR-X and vSCAN Programs

An ounce of prevention...*and* a pound of cure

with a market that is going to see tremendous growth for years to come."

The first issue of *PC Digest* was 122 pages long and included a special supplement covering the COMDDAP Expo. Extra copies of the supplement were handed out free at the show and served as the official program. The *PC Digest* booth on the COMDDAP Expo show floor was mobbed by show attendees seeking copies of the newly redesigned magazine.

At the show, booth sales were also brisk for the *PC Digest* Virus Survival Kit, written by executive editor **Po Wong** and editor **Chin Wha Wong**. The book included a diskette with antivirus programs. Po Wong said viruses have spread rapidly in the Philippines through unauthorized copying of software.

The two Wongs, president **William Chua** and marketing director **Delia Gutierrez** are already looking ahead to launching *Computerworld Philippines*, perhaps as soon as December. They will be conducting market surveys in the coming weeks to determine if the Philippine market is ready to support a weekly or biweekly publication.

PC Digest was the first publication outside the U.S. to begin accessing the IDG News Service through the new GE Business Talk system. The staff in Manila will serve as the IDG News Service Philippine bureau and supply regular stories about the local IT industry for use by IDG publications worldwide.

PC DIGEST
YOUR GUIDE TO THE COMDDAP '90
HOOK UP

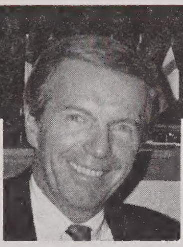
A familiar sight at the three-day Expo. *PC Digests* booth was mobbed by show attendees seeking copies of the newly redesigned magazine

WSI WORDTEXT SYSTEMS, INC.
star micronics
Laser Printer 8II Series
1 MB RAM
8 PPM
VIRUS
YOUR GUIDE TO THE COMDDAP
PC DIGEST
50
MORE TIPS & TRICKS

L - R, Delia Gutierrez, marketing director, *PC Digest;* Po Wong, executive editor; David Hill; Chin Wah Wong, editor, at COMDDAP Expo in Manila holding products

On line

ASK BILL



Q What's your best bet as to how the situation in Iraq will influence mortgage interest rates?

A Interest rates in general are a reflection of two underlying factors -- the current and anticipated rates of inflation and the supply and demand for money.

The current rate of inflation has shot up in the last few weeks as a result of the spike in oil prices resulting from the Iraqi invasion of Kuwait; this in turn has produced an uptick in both short- and long-term rates. At the same time, the U.S. economy is teetering on the brink of recession, which puts the Federal Reserve Board (those who provide the supply of money) in a dilemma — do they increase the supply of money, which would bring interest rates down, in order to stimulate the economy (while running the risk of increased inflation), or do they maintain current rates and risk throwing the economy into a recession?

If the Iraqi situation is resolved peacefully, interest rates will come down, both in the short- and long-term because the price of oil will drop precipitously once both Iraq and Kuwait are producing oil at their previous levels. If war breaks out in the Middle East, the price of oil will skyrocket, inflation will shoot up and interest rates will increase.

So, we should all look forward to a quick and peaceful resolution to the Iraqi situation, that, combined with a deficit-reduction package, will quickly produce significantly lower short- and long-term interest rates that will ease inflation considerably, the government will have less of an appetite for borrowing, and the Federal Reserve Board will be far more accommodating knowing there is no fear of runaway inflation.

Q What are the criteria you use to decide to purchase or lease capital equipment?

A Cash-poor companies, as a way of conserving cash, typically lease everything from carpets to computers. Cash-rich companies will often use leasing as a means of matching lease costs with the life of a contract or to avoid being saddled with equipment which is obsolete in terms of state-of-the-art technology.

My No. 1 criterion is useful life. Needless to say, things like office furniture do not become obsolete over time, therefore it is clearly a purchase. In acquiring a computer system, you may project that the equipment will be technologically obsolete or no longer useful at the end of four years; this being the case, you will most likely find that leasing companies tend to be more optimistic than we are. As a result they could place residual value on the equipment of say 25% at the end of a four-year lease. Assuming the leasing company is doing a money-over-money lease whereby they are making their money on the spread between their cost of money and what they charge the lessee, it is better to lease since the effect of the residual value will substantially reduce the net cost of money — in some cases it can produce a negative-interest cost on the original value of the equipment.

The above explanation is most simplistic and obviously there are many other factors to be considered in making the lease/purchase decision. That is why I suggest you turn things over to the number crunchers should the situation come up.

Q What did you do before joining IDG?

A After receiving an undergraduate degree in accounting I went on to get an MBA in finance. I then went into Raytheon's two-year Financial Management Development Program, ending up in a financial management position at Raytheon corporate. I left Raytheon to be corporate controller of Dynatech Corp. After that I worked on acquisitions for W.R. Grace & Co. for two years before becoming corporate controller of Thiokol/Ventron Corp. In January of 1970, I joined what is now IDG. At that time, annual revenues were approximately $1.8 million.

Q Does managing the finances of a publishing company demand any special considerations?

A Having worked in both high-tech manufacturing and the manufacture of specialty chemicals, I must say that managing the finances of a publishing operation are a joy. You don't have the problems of inventories scattered around the globe, the tremendous investment required in fixed assets, the complexity of hedging operations required when dealing with precious metals, the product liability time bomb and short product cycles.

There is a great deal more interaction with people in publishing, which provides for a much more stimulating environment.

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.*

CN/Korea Show Awarded KTA Sponsorship

Communications Networks/Korea, to premiere December 5-8, 1990, at the Korea Exhibition Center (KEOX) in Seoul, has been awarded primary sponsorship by the Korea Telecommunications Authority (KTA).

As a primary sponsor, KTA will play a significant role in the promotion of the event, assist in the recruitment of domestic and foreign companies who have business relations with KTA and promote attendance at the show to its members, the Ministry of Telecommunication and related organizations.

"We are delighted to receive this valuable endorsement. it demonstrates that CN/Korea is an extremely valuable marketing vehicle for companies already in or planning to enter the Korean marketplace," said project manger **Dorothy Ferriter.**

COMMUNICATION NETWORKS
KOREA
DECEMBER 5-8, 1990 • KOEX • SEOUL

KTA was founded in 1982 to establish, operate and maintain telecommunications facilities in Korea and is credited with the introduction of a locally developed digital switching system, a national automatic telephone switching capacity in the national automatic telephone switching network and the digitalization of long-distance transmission facilities.

Communications Networks/ Korea is expected to draw more than 10,000 attendees and 100 exhibitors from Korea, United States, United Kingdom, France, Germany, Belgium, Japan, Netherlands, Sweden and Canada.

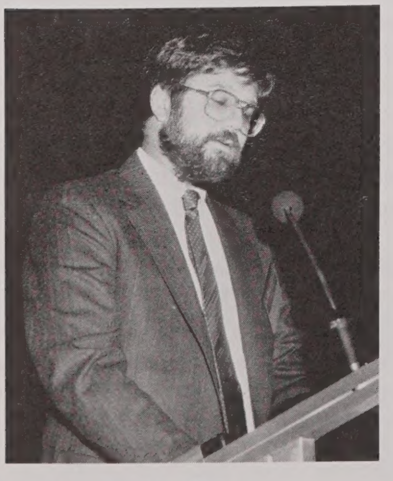
Products to be displayed at the show include business communications, data transmissions equipment, facsimile, teleconferencing, mobile communications systems, optical fiber cable and technology, broadcasting equipment and telephone systems.

Communications Networks/Korea is organized by World Expo Corp. and KEOX.

WEC Australia Kick Off Pacific Rim Expo

Australia has a reputation for embracing new technologies, and the Pacific Rim Computer Publishing Conference & Expo, which recently premiered in Sydney, was no exception.

The three-day event was presented by IDG World Expo Australia at the Sydney Exhibition & Conference Center at Darling Harbor.



Keynote, Craig Cline

Keynote speaker Craig Cline of Seybold Conferences kicked off the first day. Seybold Corp. is recognized worldwide as the "watchdog commentator" on all facets of computer publishing and presents similar conferences in the U.S.

Cline acknowledged that, considering Australia's small population, the number of registered attendees was phenomenal. Attendees came from a variety of industries and areas including printers, publishers, graphic designers and the information service areas of both corporate and government oranizations.

The program's were designed to suit the needs of both existing users and those considering introducing computer publishing into their organization. Panel sessions included general overviews of technology, deciphering jargon, comparing systems, examining cost and answers to frustrating technological problems.

According to IDG World Expo Australia's **Maxine Czysnok**, attendees responded favorably and many are eagerly looking forward to the 1991 event.

As a complement to the conference, the exhibit floor boasted many leading vendors, including Apple Computer, Mitsui, Seligson & Clare, Aldus, Adobe, Agfa, Hewlett-Packard and Rank Xerox, demonstrating equipment that complemented the conference presentations.

The exhibit floor was dominated by Apple Computer, which provided a demonstration of computer publishing technology from concept to print. The show was also a first for Apple marking the first time it has exhibited at an inaugural event in Australia.

World Expo Corp. Australia is now preparing for Macworld Expo 1990, at which 1,200 exhibiting companies will be presenting to an expected audience of 15,000 visitors.

Human Resources News

NEW POSITIONS THIS WEEK October 1, 1990

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.*

ADVERTISING SALES ASSISTANT (NWW)

Mature/highly organized individual sought to provide sales assistance to sales executive of fast growing computer industry publication. Must be able to handle deadlines and work with little supervision. PC experience and an effective telephone manner with some telephone client contact experience are a plus.

SECRETARY/SALES ASSISTANT (NWW)

Will type correspondence, file, coordinate the customer order process, maintain large mailing lists, and make travel arrangements. Requires an organized and flexible individual with good phone presence and the ability to work well under deadline pressure.

MANAGING EDITOR (PCW)

Will create, maintain, and improve editorial systems and oversee staff responsible for conceiving, developing, and producing a consistently high editorial product (12 issues of PCW Magazine annually). Requires five or more years' experience in publishing, two as a Managing Editor; solid language, communications, and problem solving skills; ability to manage a small, service-oriented department and to supervise, motivate, and assist a large creative editorial staff.

TYPESETTER (PCW)

Will be responsible for all tasks relating to the text processing and/or desktop publishing of PC World. Will develop new systems and protocol for producing the editorial product and recommend changes and enhancements to the existing system from a hardware/software perspective.

ASSISTANT EDITOR (PCW)

Will establish and maintain contacts with authors, develop and edit manuscripts, generate ideas for articles and accompanying art, write articles as needed, ensure that articles and all accompanying elements have been properly entered, attend and participate in editorial meetings, ensure article assignments proceed schedule, and administer special projects.

TELECOMMUNICATIONS/FACILITIES SPECIALIST (PCW)

Under general guidance of the Accounting/Facilities Manager, will ensure the smooth functioning of the telephone and voice mail systems and coordinate facility related services such as furniture and equipment, facility maintenance, and vendor coordination and supplies for PCW Communications, Inc. Requires experience in both telecommunications and with Haworth and Haller furniture systems, a California driver's license and a good driving record.

EXECUTIVE EDITOR (PCW)

Will design and implement programs to increase contact with editorial staff and personal computer vendors and advertisers; make frequent and regular personal contact with personal computer vendors and advertisers (50% travel); design and implement programs to increase contact between the user group community; represent PC World at trade shows and industry conferences, and chair or serve on conference panels; and write or edit occasional industry news and product articles. Requires five or more years of experience in computer or business journalism, or equivalent experience in the personal computer industry, excellent writing, communication, and presentation skills.

RESPONSE CARD COORDINATOR (CWPI)

Responsible for coordinating response cards, ad production, and working with sales people. Requires familiarity with the Omni Computer System, typing skills, and must have previous customer service experience.

For more detailed information on these job openings, please contact the Human Resource Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/FSC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Bitterli	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge	
	(603) 924-9471	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Job Opportunities

Revised: October 1, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Dir. of Corporate Communications	Framingham, MA	W. Boyd	(508)875-5000
IDG	Administrative Asst./Finance Dept	Boston, MA	M. Cornetta	(508)935-4734
IDG	Customer Service/Order Proc.	List Services, Framingham,MA	M. Cornetta	(508)935-4734
NWW	Copy Editor	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	J. Gallant	(508)875-6400
NWW	Marketing Comm. Specialist	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Sales Assistant	*NetworkWorld*, Irvine, CA	D. McCarron	(714)250-3006
NWW	Secretary/Sales Assistant	*NetworkWorld*, Rochelle Park, NJ	J. Daly	(201)967-1350
IDC	Program Manager	Framingham, MA	D. Gold	(508)935-4633
IDC	Director of Services Research	Framingham, MA	R. Segal	(508)935-4321
IDC	Program Manager	Framingham, MA	J C. Brigham	(508)935-4231
IDC	Senior Account Executive	Framingham, MA	M. Deutsch	(508)935-4348
IDC	Copy Editor	Framingham, MA	C. Sparrow	(508)872-8200
IDC	Consulting Dir.-Desktop Group	Framingham, MA	A. Goldberg	(508)935-4224
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Senior District Manager	Framingham, MA	M. O'Connor-Abram	(508)879-0700
CWPI	Response Card Coordinator	Framingham, MA	P. Caplin	(508)879-0700
IDG/P	Receptionist	*GamePro*, Redwood City, CA	L. Kavish	(415)363-5200
IDG/P	Editor-in-Chief	*ICP*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Ad Director /Sales Manager	*ICP*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	SW Regional Sales Manager	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Sales Associate	*Suntech Journal*, Dallas, TX	B. Sawdon	(214)701-8167
IDG/P	Marketing Manager	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Administrative Assistant	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Central Reg.Sales Manager	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Circulation Manager	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IDG/P	Associate Editor	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IFW	Inventory Controller	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Test Technician (2)	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Test Development Specialist	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Marketing Communications Mgr.	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Data Entry Assistant	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	M. Glasner	(415)978-3178
PCW	Telemarketing Account Manager	*PCWorld*, San Francisco, CA	S. Wade	(415)978-3134
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
PCW	Advertising Traffic Coordinator	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Travel Agent	*PCWorld*, San Francisco, CA	P. Fitzgibbon	(415)978-3206
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Managing Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Typesetter	*PCWorld*, San Francisco, CA	C. Brown	(415)978-3221
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Telecom./Facility Specialist	*PCWorld*, San Francisco, CA	M. Keyes	(415)978-3364
PCW	Executive Editor	*PCWorld*, San Francisco, CA	R. Landry	(415)978-3208
PUB	Senior Editor	*Publish*, San Francisco, CA	J. Martin	(714)833-3297
PUB	Copy Editor	*Publish*, San Francisco, CA	L. Steere	(714)833-3282
PUB	Senior Technical Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(714)833-3278
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
LINK	Research Analyst-Telecom Ind.	*Link Resources*, NY, NY	W. Miao	(212)627-1500
MAC	Associate Editor-Features	*MacWorld*, San Francisco, CA	S. Stefanac	(415)978-3246
MAC	Associate Art Director	*MacWorld*, San Francisco, CA	J. Hoffman	(415)978-3326
MAC	Administrative Assistant	*MacWorld*, San Francisco, CA	S. Dolan	(415)978-3159
CIO	Copy Editor	CIO, Framingham, MA	L. McCreary	(508)935-4618
CIO	Operations Assistant	CIO, Framingham, MA	L. Faulkner	(508)935-4591
CIO	Production Manager	CIO, Framingham, MA	J. Levy	(508)935-4661
WEC	Account Exec./Customer Srv.Rep.	Framingham, MA	M. Sullivan	(508)820-8268
TISC	Workstation/PC Analyst	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Dir.Midrange Systems/Server Res	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Secretary/Receptionist	Framingham, MA	M. Cornetta	(508)935-4734
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000

Anniversaries

SIXTEEN YEARS
Brigitte Schleibinger - IDG Germany
Monika Tenbieg - IDG Germany

TWELVE YEARS
Helga Biesel - IDG Germany

ELEVEN YEARS
Roland Schubert - IDG Germany
Eckhard Utpadel - IDG Germany

TEN YEARS
Maria del Carmen Doehler - IDG Germany

NINE YEARS
Karin Giffhorn - IDG Germany

SEVEN YEARS
Andrea Kirchmeier - IDG Germany
Beate Kneuse - IDG Germany

FOUR YEARS
Tina Over - IDC China/Hong Kong
Len Grzanka - Digital NEWS

THREE YEARS
Adriana Amedei - IDG Italy
Daniela Ballarini - IDG Italy

TWO YEARS
Gregory Silva - PC World
Silvia Petrella - IDG Italy
Manuela Bleimeier - IDG Germany

ONE YEAR
Hilal Sala - Publish
Mario Toffoletti - IDG Italy
Marco Tennyson - IDG Italy
Francesca Franco - IDG Italy
Christoph Witte - IDG Germany
Anne Rosenkranz - Network World
Cheryl Rothman - Network World
Elizabeth Lindholm - Digital NEWS
Barbara Engel - IDC Germany

And the *Macworld* Nominees Are:

The finalists for the second annual Excellence in Technology Communications, sponsored by Acer Inc., have been announced, and among the nominees in this years' illustrious contest are four staff members from *Macworld.*

Entrants are authors of articles that fall into two categories: articles published in trade publications specializing in computers and related technology or published in general news and business publications that report about computeras and computer technology. Each category is judged and evaluated separately.

Fifteen distinguished judges, including *Computerworld*'s editor-in-chief **Bill Laberis**, helped narrow down the entrees to ten finalists. The winners will be announced December 8 at a gala awards banquet and ceremony at New York's Vista International Hotel.

THE *MACWORLD* NOMINEES ARE: **Erfert Fenton,** *Fonts Battle Royal*, April 1990; **Diana Hembree,** *Warning: Computing Can be Hazardous To Your Health*, Jan. 1990; **Jim Heid,** *Getting Started*, Oct. 1989; and **Lon Poole,** *Here Comes System 7.0*, Aug. 1989.

Noteworthy!

Kim Powell joins the corporate MIS department as computer operator. Powell previously was a computer operator for New England Critical Care. Powell attended the U.S. Air Force Technical Training program and enjoys photography, camping and skiing.

Robert Benoit joins ITI as marketing research associate in charge of telephone interviewing, data entry and data research. Benoit graduated from the University of Lowell with a B.S. in marketing. He enjoys golf, tennis and skiing.

Formerly a senior editor for McGraw-Hill's *Data Communications*, **Paul Strauss** joins *Network World* as features editor. Strauss received a B.A. from Tufts University and an M.A. from American University in Washington, D.C. He enjoys traveling and cooking in his spare time.

Sandra Cincotta joins World Expo Corp. as office manager. She is responsible for all office administration, MIS troubleshooting and HR contact. Cincotta comes from McCormack & Dodge where she managed two administrative teams. Currently she is treasurer for the town of Natick, Mass. and a Girl Scout leader.

Jan Howells joins the editorial department of *Computerworld Australia* in Sydney as senior reporter responsible for PC systems and general news. Howells comes from London-based *PC User* where she was news editor. She graduated with honors from the the University of Aberystwyth in Wales and received a B.A. in English. When outside IDG she enjoys horseback riding, art, fashion, dance, music and going to the gym.

Colleen Beattie joins IDG Australia as bookkeeper in charge of accounts. Before joining IDG, Beattie was a bookkeeper for Total Concept Exhibitions. She has been certified in accounting and clerical and enjoys squash, golf and reading.

Also new to IDG Australia is **Denise Taute.** She joins the administration department as accounts invoice typist. Prior to joining the company, Taute was a production forelady at White Wings, in charge of scheduling and planning. Taute attended schools in New Zealand and is "very keen" on all sports, listing netball, touch football and squash among her favorites.

Off line

Many thanks to all employees who contributed to this cartoon installment. An *IDG World Update* winner T-shirt has been dispatched to Carla Schneider of *InfoWorld*, and painter's caps decorated with the same motif are on the way to each of the creative people listed blow.

So get those creative juices flowing as a new "Off line" cartoon will appear next week.

HONORABLE MENTIONS:

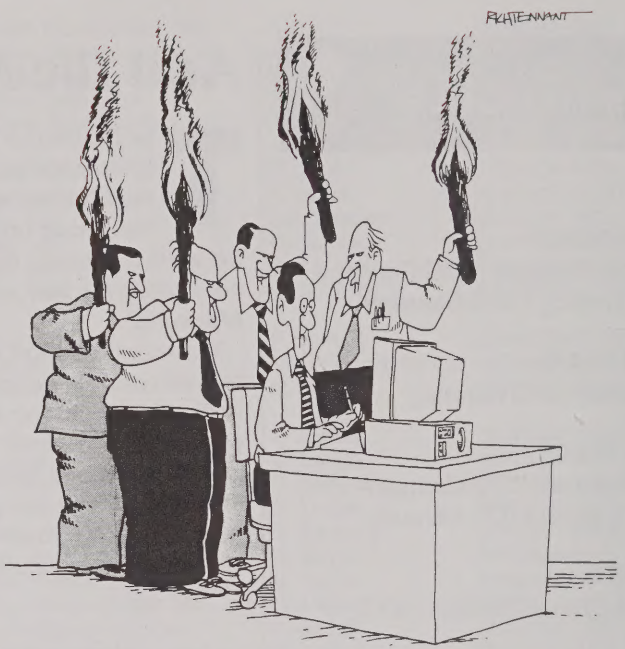
Conan the Barbarian's office ergonomics tips No. 37: "Diffused Lighting."
- **Alistair Dabbs**, IDG Communications, Ltd. UK

"Tell us again how you can't be fired..."
- **Linda Slovick**, InfoWorld Test Center

"Anyone have a light? I mean a Bud Lite."
- **Doreen Ferguson**, *PC World*

The hairs prickled on the back of Irwin's neck as the drums beat louder and the natives inched closer....closer....
- **Cameron Crotty**, *InCider*

"Thanks for coming Mr. Perkins. You have two hours to complete the aptitude test. Take your time and no cheating."
- **C. Margolis**, IDG New Zealand



Fenwick was soon to discover that the budget committee failed to see the humor in his 'fake deletion' of their report.
- Carla Schneider, *InfoWorld*

The users group decide to invite Michael to a barbecue.
- **Alex Bronn**, IDG New Zealand

"Could you step into the boiler room for your performance review?"
- **John St. Martin**, CW Publishing

Professor Johnsons' controversial testing for job candidates.
- **Martin Hagedom**, IDC Scandinavia

"We'll meet you there, boss. It's real easy to find - just look for a pole sticking up over a large pile of wood."
- **Vic Kline**, *InfoWorld*

IDG *World Update*

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Macs Offer Disabled Users A Measure Of Independence
- PAGE 2

On line: Kelly Conlin Makes a Guest Appearance
- PAGE 3

Return of the IDG PR Service Slated for October
- PAGE 5

IDG World Update

VOLUME 20, NUMBER 41 **September 24, 1990**

Voilà! Information Strategies Group

In an effort to accurately reflect its service to an industry-focused client base, IDC Washington, Inc. has changed its name to Information Strategies Group (ISG). President and CEO **Marina V. Young** officially announced the new name at ISG's board of directors meeting earlier this month.

"The name change is a result of our success in providing technology assessment and market research services for the federal market," Young said. "For 13 years we have operated as an arm of IDC, and two years as IDC Washington, but now our charter has expanded, and we are developing consulting services for private industry, both domestic and international."

Mary Fran Kirchner, ISG's director of marketing, recently released a new ISG brochure that explains the company's shift in direction. She has spent the past few weeks informing clients, the local business press and sister IDG companies about the name change and is planning an open house and reception at IDG's suburban Washington headquarters on October 24. Kirchner said that for a brief transitional period, the IDC Washington name will continue to be incorporated on a small scale on its business cards, stationery and publications.

ISG will serve both the strategic and tactical needs of users and vendors of information technology with industry specific research and analysis. The new name will not bring about any major day-to-day operational changes, other than prompting an exploration of new business opportunities. ISG will continue to provide seven comprehensive, continuous information services for managers and suppliers of information technology; the Federal Data Service, which helps vendors identify opportunities in the federal marketplace and the Executive Planning Service, a management resource for IT senior executives.

Icons that depict some of ISG's research services appeared for the first time in the new corporate brochure. Clockwise from top: Federal Data Service, Acquisition Management Service, Systems and Integration Planning Service, Microtechnology Service, Communications Technology Service, Security Planning Service, Software and Information Management Service and Future Technology Service.

INDUSTRY-SPECIFIC SERVICES

Starting this fall, ISG will also begin to explore specific services for the banking and financial services industry, followed by other vertical markets such as health care and manufacturing.

"Up till now we've focused on the federal side, which represents all industries,"

- SEE PAGE 4

The Mac: A Declaration of Independence

"With a Little Help From My Mac," an article in the September issue of *Macworld*, began with the following sentence: "Liz Vantrease of Richmond, Virginia, is writing an opera."

Was this an article about the power of music software? Yes - and no. Vantrease was just one of several people with disabilities interviewed by senior associate editor/east coast **Brita Meng** who have used the power of the Mac to assert their creativity and independence.

Meng said she first got the idea for the article several years ago when her husband told her about a colleague who was losing his sight to a degenerative eye disease. After thinking about how a Mac could help him and speaking with someone at a Macworld EXPO who uses computers to help people with disabilities in academic environments, Meng pitched her idea to the Macworld editors.

> **Over 42 million children and adults in the U.S. are disabled.**

According to Meng, their reaction was lukewarm at first. "There were a lot of fears that it would be too hard to do properly, that it might be too sappy. They didn't want to end up with something people with disabilities call a hero-syndrome story," she said.

Still, Meng persisted with the help of then-features editor **Adrian Mello**. Under the guidance of editor-in-chief **Jerry Borrell**, *Macworld* has taken a strong reader-advocacy position, extensively covering health issues such as carpal tunnel syndrome and VDT radiation and customer service issues such as warranties and mail-order fraud. After much consideration, it was finally agreed that the subject, with a reader-advocacy slant, would fit in well.

Through CompuServe's and America OnLine's disabilities forums, Meng found almost a dozen people willing to be interviewed for the article. With several unable to speak or hold the telephone, asking questions took on a whole new dimension. Most of the contact took place online, and because many of the people needed a lot of time to write their responses, Meng sent along several questions at a time and received essays in return.

> **An additional 750 million disabled people live in other parts of the world.**

"E-mail really is the amazing equalizer," Meng observed, noting that she periodically forgot that her correspondents had any disabilities. "Computers can amplify the thoughts and expressions inside someone without them having to worry about mechanics."

Other logistics had an international flavor. One of the people featured was a 23-year-old computer science student in Sweden, paralyzed from the shoulders down, who is using three Macs to dial the phone, open doors and otherwise control his home environment. Many phone calls and E-mail messages were exchanged between Meng's Boston office, *Macworld* in California, and Sweden to locate a photographer who would be sensitive to his subject's needs.

As she was writing the article and talking to friends about it, Meng found that virtually everyone she encountered knew someone who could perhaps benefit from the software or one of the adaptive devices discussed in the story.

"There's lots of stuff out there that can help, but most people don't know what's available or how to get to it," Meng said. While there are hundreds of specialized computer products available, even simple off-the-shelf products go a long way toward helping people with disabilities. Meng listed the Turbo Mouse trackball as one cost-effective adaptive device, as well as software products such as QuicKeys that can help users with limited dexterity.

In addition to mentioning some of the products being used, the article included a list of advocacy organizations and U.S. laws designed to improve delivery of special services. "I wanted to help people think about what's possible," Meng said.

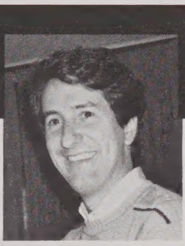
Indeed, the article has moved some readers beyond thought and into action. *Macworld* has received a number of requests for reprints, and several of the advocacy and research organizations mentioned have been besieged by callers seeking more information. One of Meng's contacts said he heard that a member of President Bush's commission on the disabled was handing out copies of the article at a meeting in Washington, D.C. Meng has received more comments in response to the story than average, all from people who praised the article and wanted more information.

> **One family in three is dealing with some form of disability.**

The power of the computer was perhaps best summed up by Vantrease, who has also lost her ability to speak. "Without my computer, I'd be in a lonely, silent, boring world...In short, my computer and modem give me a window to the world into which my feeble legs and arms can no longer carry me."

On line

ASK KELLY



From time to time, the "Ask" column will feature a Q & A session with other IDG employees. This week, director of business development Kelly Conlin answers your questions.

Q What are your responsibilities as IDG's director of business development?

A My responsibilities fall into three areas: market analysis, new business development and what might be described as miscellaneous projects.

Market analysis includes responsibility for presenting a market report to the Executive Committee during the monthly review meeting, a report that highlights trends and influences in the U.S. computer publishing market, forecasts and expectations for the market's direction, and tactical market share information or each IDG publication. I also publish the IDG Communications Competitive Newsletter, a compendium of analysis and conjecture about our erstwhile competitors.

New business development includes evaluating the many proposals we receive for potential investment, and recommending new business opportunities to pursue. This may include informal discussion of new product ideas, meeting with potential acquisition candidates, formal evaluation of a business plan or conducting market research on a new business area.

Finally, I work on a variety of projects for IDG's chairman — everything from coordinating product-line manuals to conducting satisfaction surveys among IDG's key customers.

Q How do you evaluate new business proposals?

A Although every business plan is different, we start with five basic criteria: 1) Superior product quality: the idea must be consistent with our strategy of differentiation through providing the highest quality products that command higher prices and, in turn, higher margins, 2) Inspired management: key asset value must be demonstrated by leadership that shows it can maintain and enhance relationships between customers and employees, 3) Market consistency: the size and structure of the market must fit IDG's goal of developing worldwide product lines.,4) Growth potential: the business must participate in a market that is growing beyond the industry norm to satisfy IDG's goal of outpacing industry growth and 5) Attractive deal structure: the deal must provide the incentive for a product champion to integrate the business successfully into the IDG family.

Q You obviously need to have a finger on the pulse of the competition. Can you divulge some of your sources?

A I rely on the usual suspects: lots of phone calls, some hunches and a mole or two. Since much of the Competitive Newsletter is devoted to trend analysis, I also rely on IDG's advertising salespeople since they're often first to get wind of something. Tips are always welcome.

Q What did you do before coming to IDG?

A I first pursued a variety of internships — in television news at *The MacNeil/Lehrer Report*, in advertising at the Campbell-Mithun agency — before settling in at Cable News Network (CNN). I was the chief assignment editor for CNN's New York bureau, responsible for managing the newsgathering effort, including story selection, reporter assignments and live-shot production. I left there to get an MBA at the Harvard Business School and then went to *The New York Times*, first as a reporter in the paper's business section and later in the strategic planning area of the company's magazine group.

Q Economists forecast a year of overall slow growth in the U.S. How will this business climate affect IDG?

A It is ironic that in the first part of the year — when most economists were still forecasting modest GNP growth — U.S. computer advertising pages were on a slide, and now — when economists generally agree a recession is imminent or even underway — advertising pages are on a slight upswing.

While business investments are curtailed in a weaker economy, technology expenditures have shown some resiliency: U.S. growth in computers and communications equipment was up 5% in the second quarter, even though overall capital spending was down 6%. With computer technology investment comprising about 35% of total capital spending — even higher in some other countries — we believe that the slew of expected new product introductions, the inexorability of upgrade paths and the tendency for some companies to use advertising to boost revenues when sales turn sluggish will help mitigate the expected slowdown.

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to* IDG World Update *via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.

Anniversaries

SEVENTEEN YEARS
Shirley Kohn - IDG Germany

FOURTEEN YEARS
Ingrid Schmid - IDG Germany

TEN YEARS
Jack Hart - IDC
Ellen Rahmann - IDG Germany

SEVEN YEARS
Waltraud Werner - IDG Germany
Kurt Ebner - IDG Germany

SIX YEARS
Ian Thalmessinger - IDG/C UK
Siegfried Reich - IDG Germany

FIVE YEARS
Jim Martin - *Publish*
Carol D'Agostino - LINK Resources
Hans Peter Nitzsche - IDG Germany

FOUR YEARS
Elizabeth Phillips - *Computerworld*
Susan Thaxter - *Computerworld*
Andreas Silbermann - IDG Germany
Angela Sauter - IDG Germany

THREE YEARS
David Hutchins - IDG Australia

TWO YEARS
Scott Shores - *PC World*
Stacey Simmons - LINK Resources
Harry Klein - IDC
Chris Kobayashi - *Computerworld*
Hermann Gfaller - IDG Germany

ONE YEAR
David Atlas - IDC
Dee Hatch - IDC
Michelle Titus - IDC
John St. Martin - *Computerworld*
Debbie Carrol - IDG Australia
Christina Oelschlaeger - IDG Germany
Christine Dahlmann - IDG Germany

ISG

- FROM PAGE 1

Young said. "We can leverage the lessons learned in government as we move into these vertical markets. Our mission is to develop the next generation of information services that will be industry-specific."

She noted that while ISG will still serve some MIS customers, ISG's emerging clients will be the business units of organizations that use technology to do their jobs. Young speculated that the future of the business would reverse itself and break down to 80% applications and 20% technology assessment.

In health care, for example, ISG will deal more with patient care systems rather than relational database management systems.

NEW PROJECTS

ISG has also been active on a number of other fronts. A new product, the Security Planning Service (SPS), has been instituted for users and vendors of security-related technologies. SPS will examine three security areas: sensitive unclassified, classified and financial. The service will provide research on security protection methods and vendor capabilities and strategies and will track and interpret security laws, regulations and policies as they apply to the government and commercial sectors.

Given recent changes in U.S. security regulations, SPS is expected to be a timely and important service. ISG recently held a series of four breakfast sessions to promote SPS to a number of potential clients and will follow up with them this fall.

On the conference front, ISG's vice president of research **Bob Deller** hosted a highly successful session at the Federal Computer Conference in Washington, D.C. on "Software Strategies for the '90s." Kirchner said the session was the first large-scale presentation ISG had ever done for the show and a good opportunity for ISG to court its clients with complimentary passes.

Any IDG/C business unit that would like more information about Information Strategies Group and has not yet received a brochure should call Kirchner at (703) 893-0833.

Congratulations

The Magazine
for Graphic
Communicators
SEPTEMBER 1990 $3.95 CANADA $4.95
Publish

September marks the fifth anniversary of *Publish* magazine. Newly appointed editor-in-chief Sandra Rosenzweig made her debut in the *Keeping Tabs* editorial section, noting that in the future the page will serve as a forum in which other editors can also share their industry perspectives.

Noteworthy!

David Sanders has been promoted to director of paper services. Sanders is credited by corporate controller **Ted Bloom** with consistently working with production personnel to maintain low inventories and to improve printing paper qualities for product enhancement.

Previously a manufacturing director in book publishing, he quickly adapted to weekly publishing supply requirements. Sanders assumed responsibility for IDG Peterborough paper purchases and is now responsible for purchasing and inventory control for all new publications in the U.S.

Next year, Sanders will offer classes for production personnel based on a course offered by the National Paper Trade Association. He is currently involved in research and development of volume purchasing agreements for IDG's European operations, which could expand contracts to benefit all IDG publications.

John Jørgensen joins *Computerworld Denmark* as copy editor. He comes to IDG from *Danish Post & Telegrafuasenet* where he served as an editor. He is responsible for newspaper production, proofreading, design and layout.

Gregory A. Messina joins *Publish* from *PC World* as supplement manager. He has a B.S. in communications from State University of New York at Brockport.

Wanted: Press Releases

The IDG PR Service, which first appeared in 1989, returns to the IDG International News Group in October as an integral component of the newly launched GE news wire and E-mail system.

Anyone who can access the new E-mail system can join the research analysts and editors of more than 140 publications who tap into IDG's daily News Service to obtain more information about developments in the high-tech industry by accessing the IDG PR Service.

International News Group editorial director **Penny Winn** received a multitude of phone calls from PR companies requesting the ability to transmit press releases over the News Service. Winn then approached the News Group's general manager **Craig Pierce** about the possibility of reinstating the PR Service, and the decision was made.

Noting an ever-growing need for companies to penetrate the international markets, Pierce recalled being contacted by vice presidents of several international marketing companies who wanted to put their word out on an international level. "With the launch of the new electronic communications network, the IDG PR Service seemed like the perfect mechanism," he said.

Every week, vendors and well-known PR agencies will provide press releases to the PR Service. News can be announced worldwide, and the fully staffed IDG PR Service will fulfill the goal of keeping IDG offices completely informed about developments in the computer industry.

"The PR Service makes a nice complement to the IDG News Service in that it offers editors immediate access to business news and information that might not otherwise appear on the news wire," said News Service news editor **David Bromley**.

The IDG PR Service is an optimal compliment to the News Service. Each week the IDG News Service distributes more than 150 news stories about the computer industry worldwide, written and edited by IDG's international staff of more than 600 editors. Accessing the IDG PR Service can bring the added dimension of important information from growing, dynamic computer companies.

What's In a Word?

The computer industry has given the world its fair share of acronyms, buzzwords and general jargon. A book could be written on the subject and, in fact, one is in the works.

John Barry, editor-in-chief of *SunTech Journal*, is working on *Technobabble*, based in part on his "/lex" column in *SunTech Journal*, which explores the impact of computer technology on language. The July/August 1990 column, for example, examined the origins and use of "buzzword," "realtime," and "nerd," and posed the question, "Is an acronym an acronym if you can't reasonably pronounce it - viz. NFS, TCP, NSE and others - or is it merely an abbreviation?"

CIO has also joined the Jargon Patrol with its periodic listing of reader contributions to its "Data Dictionary." *CIO* writers have also been known to make a contribution or two. A review of some back issues revealed the following array of observations and definitions:

State of the Art:
System or software that you don't have. (Aug. 1990)

Graphic Interfaces
X-rated computer displays.

Sales Consultant:
An expert shopper who can always find the item you bought on sale for half the price you paid for it. (Jan. 1989)

Interface:
Sort of a computer-age kiss, though it sounds like something that happens to earthlings in the movie *Aliens*.

User-friendly:
English-hostile.

CIO:
A title for a new fellow who formerly headed IS but now lets other people do the real work. (Dec. 1988)

Do-ers profile

Wally Clegg

- **PROFESSION:** Director of Information Systems for *Publish, PC World, Macworld*
- **HOMETOWN:** Richmond, California
- **FAVORITE VACATION SPOT:** San Juan Islands (near Seattle, Washington)
- **FAVORITE SPORT:** Sailing
- **LAST BOOK READ:** *The Great Railway Bazaar* by Paul Theroux
- **WITH WHOM WOULD YOU LIKE TO HAVE DINNER?:** Tony LaRussa, manager of the Oakland A's baseball team
- **DREAM CAR:** "I drive a truck, so I guess I'm a little unconventional. I'd like a silver Toyota 4Runner."
- **SOMETHING YOU DON'T DO, BUT WISH YOU COULD?:** Travel more.
- **LATEST ACCOMPLISHMENT:** Completely networking all three publications within the last year.
- **GOAL IN LIFE:** "Understanding people and how technology interacts with people. Further refining the skills I already have."

IDG *World Update*

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Enhanced Adscope Now On-line To Track Sales Data, Market Trends
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High-Tech Recruiting Service Joins Forces With *NWW*
- PAGE 2

***CW Schweiz* Unveils A Brand New Look**
- PAGE 5

IDG *World Update*

VOLUME 20, NUMBER 40 **September 17, 1990**

Show For IDG U.K. Is "The Big Time"

For the people at IDG U.K., the Business Computing '90 show in London is not just any exposition.

The show will be the first time IBM, Hewlett-Packard, Apple, Compaq and other major computer companies will be under the same roof in the United Kingdom. Running from September 25-28, the show is expected to draw 40,000 to 50,000 attendees, making it the second largest trade show in the U.K., and the largest London-based one, in its first year of operation.

"This show is an opportunity for IDG U.K. to go from being perceived as a small computer publisher to hyping the international nature of IDG publications," said **David Bryceland**, marketing executive for *PC Business World.*

"People in the U.K. don't know the full implications of IDG's scope; they just see the publications here as England-based," he added. "We'll be pushing the IDG News Service as a way to distinguish IDG magazines. We're a source of timely news."

IDG U.K. will have the third-largest booth at the show, a centrally located 180 sq. meter stand that will house its four main publications — *PC Business World, Macworld, Lotus* and *ICL Today* — as well as IDC U.K.

According to Bryceland, IDG U.K. has scored a major coup over its competitors by landing an exclusive three-year contract to operate a "VIP Club" within its booth.

"This will be the moment we move into the big time in the U.K." Bryceland said.

The VIP Club is a large lounge in which senior corporate decision makers and users, primarily from the London area, can relax and talk informally with staff people from IDC and IDG publications. IDG U.K. has issued invitations to a select group of 6,000 subscribers and pre-registered them so they won't have to wait in line for tickets and badges. These invitees will be the only attendees to have access to the VIP Club.

Bryceland said there will be a special effort to educate club members about the *InfoWorld* product reviews and comparisons carried by the IDG News Service. Visitors will be able to look at surveys at the booth's *"InfoWorld* Library," and IDG U.K. staff will be available to take orders for back issues or subscriptions.

In addition to giving executives an up-close-and-personal look at IDG, Bryceland said the VIP Club effort "allows us to clean up the list, and it's a great opportunity for building circulation."

Bryceland said that unlike their competitors, IDG U.K. has the advantage of having a good relationship with the show's producer, Montbuild. None of IDG's competitors will have a presence at Business Computing '90, and Bryceland says he feels that they'll be missing out on an important opportunity. However, even if they decide to participate in the future, its unlikely that they'll have the same visibility, since IDG has an exclusive contract for the VIP Club that mandates a similarly large stand for the next two years.

Bryceland said that IDG has been running ads for the show in all its publications. "The whole company has pulled together on this. We're pulling out all the stops to make it work," he said.

More Info Available Through Enhanced Adscope

Data that is mission-critical, packaged creatively and delivered promptly — these are the qualities IDG publications often write about when discussing the strategic advantage of information systems. Now, IDG has an information system of its own that delivers just that: a revamped advertising expenditure database that provides tactical, competitive information to help advertising salespeople, publishers and IDG headquarters monitor market trends.

While the database has been operational for several years, the program recently underwent a "complete overhaul" to accommodate more publications and more rigorous data analysis, according to **Kelly Conlin**, IDG's director of business development. The database tracks every page of advertising in over 60 publications on a variety of criteria — including the advertiser's name, product category and page classification — and offers over 25 standard reports.

The new design was custom programmed by corporate MIS director **Bob Merrick** after he extensively researched the database market. The program allows much faster access time and will accommodate development plans to make the database available on-line and add an international component as well.

"We replaced a flat-file database with a relational one," Merrick said. "Designing it from the ground up allowed us to customize yet remain flexible for further refinements." The raw data is supplied on diskette from the ad tracking service Adscope each month and transferred to IDG's proprietary database. It includes advertisers' activity in both IDG and non-IDG publications. The database gets about 1,000 report requests each month, according to database administrator **Allison Stamm**.

Users can extract information as varied as one company's total ad expenditures to the product category expenditures across companies. The new system handles more flexible formats and makes it easier to manipulate the data. "Instead of being able to access information in just one way, we can now find the data in multiple ways and sort it on many levels," Stamm explained, with the most popular reports being the advertising patterns of one particular advertiser.

Allison Stamm

A new brochure showing the breadth of information available and suggestions on how to use the information to competitive advantage can be ordered by calling Stamm at (508) 820-8230.

NWW Takes Part In "Cutting-Edge" Recruiting

Network World has entered into a cooperative effort with Networking Employment Solutions (NES), giving the high-technology recruitment advertising service access to the largest single database of top networking professionals in the country. Companies looking to hire computer and communications networking professionals now have access to an expert in the field of on-line recruitment database publishing.

Network World publisher **Gary Beach** said, "Networking Employment Solutions gives companies a new way to get their job opportunities in front of the professionals they need to reach. The networking industry is exploding and has a critical need for very qualified networking professional. NES will help companies find the type of people they're looking for."

According to William Reinstein, president of Help Wanted On-Line, "NES is cutting-edge recruiting. We're making networking professionals aware of opportunities to advance their careers by combining two companies' strengths. We offer the credibility and reach in the market of *Network World*, as well as Help Wanted On-Line's experience in the design and management of on-line recruitment databases."

To use NES to reach potential job candidates, a manager completes a form, and selects the criteria sought for a particular candidate. Screening can be based on job function, primary responsibility, industry classification, network environment, geographic location of candidates and many other technical criteria.

NES then conducts a search of *Network World*'s subscriber database, containing the names of more than 100,000 networking professionals.

Within 24 hours, NES provides the result of the search to the company looking for the job candidates. NES then sends a Candidate Contact Letter to the selected candidates listing the job title, job description, name of the company interested, and NES' toll-free number to call within 48 hours.

The phone call consists of a series of screening questions provided by the client company. Within eight days after the contact letters are sent, NES will generate and forward to the hiring company the skills profiles and screening responses of all the candidates interested in the job.

The entire process costs a base price of $1,000 per search to contact up to 100 prospective candidates. For each additional 50 contacts there is a charge of $150. Multiple search and frequency discounts are available.

Reinstein stressed that NES maintains strict confidentiality about the names of people contacted until approval is given by the job candidates to release their names to the hiring firms.

On line

ASK AXEL

Q Could you give some examples of how IDC business units might cooperate on inter-office projects?

A A good example is what is being prepared in the fiscal 1991 European business plan. All our countries have agreed to cooperate on European projects both on the research and marketing sides with shared methods, schedules and choice of research teams. This is a very promising trend within the company. Also if you look at some of our Pacific Rim studies, they involve the leading market analysts in all of our countries of operation.

I think that most people around the world can understand and apply methodology and definitions if they are agreed upon and written down. So it is a matter of IDC setting standards in its research practices. We do try to implement such guidelines through research meetings but we move towards more written methods and definitions by area of research worldwide. This will help our customers have homogenious data and standard statistical treatments around the world.

Q Why is it that different reputable research organizations consistently come up with dramatically different figures for computer markets? A good example was cited in *Le Monde Informatique* in France where IDC recently predicted French computer users will spend 100 billion francs this year, Diebold predicted expenditures of 120 billion francs, and IBM predicted 142 billion. Who is a vendor to believe, and why?

A This is a very legitimate question. Most major research companies do a good jobs at evaluating market size and it is difficult to reconcile their different forecasts. The major source of differences resides in the type of definitions that are used by various companies. For example, when companies assess user spending, they include different categories of expenses. Staff expenditures, maintenance costs and communications costs may or may not be included in the evaluation of IT expenditures in a given country. As a result, and unless one goes back to a set of definitions underlying the forecasts, comparisons will prove to be very different. For this reason I think that whenever editors use market research company forecasts it is very important that they analyze the breakdown and contents of such numbers. However, I am not familiar with the article published by *Le Monde Informatique* and cannot comment on this particular case.

Q What is the relationship between IDC Framingham and the other IDC operations across the U.S.? (i.e., IDC Washington, IDC West, IDC Irvine.)

A First of all, IDC Washington, which used to be part of the core IDC operation, was spun off as an independent research company two years ago and now primarily focuses on the government market. IDC Washington is changing its name to Information Strategies Group and will keep the IDG affiliation to help its customers understand our relationship. Information Strategies Group and IDC are sister companies and help each other by sharing their research with out any friction. As far as IDC West and IDC Irvine are concerned they are sales and research offices of IDC on the West Coast. They are an integral part of the IDC team.

Q What questions need to be answered to justify the launch of a new publication? In other words, if an employee had an idea for a new pub, what information should they gather to help back up the idea?

A First of all, IDG employees should be aware that we have a specific procedure to propose new ideas for publication lauches. We request that a one-page outline be sent to the Executive Committee and preferably with the endorsements of local management. The Executive Committee will review the outline and respond within 24 hours of our weekly meeting. We normally, at that stage, indicate whether we want the employee to pursue or not to pursue the idea and if we want some specific research to be conducted and/or prepared we request a full business plan.

This second stage may take a few weeks or months depending upon the amont of research needed to back up the idea. A formal business plan will then be presented to the Executive Committee and approved or declined. But as far as the key questions that one has to consider, we usually need a clear understanding of the specific reader needs that would justify such a new idea, as well as the reason why potential advertisers would be interested in advertising in such a new publication.

When a new publication idea corresponds to an existing concept such as *Macworld*, or any of our existing publications, markets tend to be easier to identify and qualify. But when the concept is brand new a lot more research needs to be done. IDG HQ is always available to help anybody who wants to present new ideas and research. Grants up to $50,000 may be awarded to help operations or a group of employees.

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to **IDG World Update** ***via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.***

The Portable Computing & Communications Exposition and Conference, to be held Sept. 26-27 in New York, has expanded its conference program to address users' concerns about portable hardware and software solutions.

The conference program incorporates three focused tracks designed to give attendees an in-depth understanding of the technology, trends and applications emerging in the portable computing industry.

According to **Ron Toran**, project manager at World Expo Corp., the show's producer, "Our attendees wanted more technical information and the opportunity to hear how others have used portable technology to increase productivity in their businesses. The new conference structure addresses those needs."

The Technology track will examine the industry's latest product innovations and issues.

The Industry User panels will bring together users of portable technology to discuss their experiences in evaluating and outfitting their corporations with portable computing and communications products. Industry-specific applications, including sales and marketing, accounting, insurance, banking and finance, will also be examined.

The Hands-on Software workshops will give attendees the chance to sit down at a portable with a professional software instructor who will guide them through some of the most popular software packages for portables.

Portable Computing and Communications will feature more than 45 exhibitors, including IBM, Zenith Data Systems and Sharp Electronics.

New at *Portable Computing*...

Among the 3,500 attendees expected at the New York show will be two of the many new staff members at IDG Peterborough's *Portable Computing*. Publisher Michael Kelleher, a six-year veteran of IDG Communications, Inc., started as a district sales manager for *Computerworld* and moved on to become northern regional advertising director. Most recently, Kelleher served as national sales director of *PCResource* at IDG Peterborough.

Editor-in-chief Bill Suydam has over 15 years of experience as an editor for a number of technical and business publications, including *Electronics, Popular Computing, Business Computing* and *Computer Design*. He has also worked as a free-lance writer and served as a marketing and communications consultant to many high-technology companies.

Suydam and Kelleher are leading the effort to expand the publication's reportage to a variety of communications devices in addition to portable computers. *Portable Computing* covers laptop computers, electronic notebooks, handheld computers, portable fax products, and cellular and data communications tools.

"We're broadening the magazine's appeal to businessmen and professionals who travel or need off-site computing and communications power," Suydam said. He named researchers, construction engineers, salespeople on the road and corporate executives who travel frequently as *Portable Computing's* readership.

Noteworthy !

Please Note: In last week's issue of *IDG World Update*, the telephone and fax numbers for IDG Books Worldwide were listed as the same number. The correct numbers are as follows:

Tel: (415) 358-1250
Fax: (415) 358-1260

David Webb joins *Digital NEWS* as senior editor for storage. Webb comes from *Computer Systems News*, where he specialized in covering computer industry vendors. Webb received a B.A. degree in journalism from Humboldt State University in Arcata, Calif.

Formerly a staff writer with *Network World*, **Joseph Panepinto** joins *Digital NEWS* as staff writer focusing on the software market. Panepinto holds an M.S. in journalism from Boston University and a B.A. in psychology from Hamilton College in Clinton, N.Y.

Jane Kratochvil joins *PC World* as circulation assistant in charge of renewal, billing and support for the circulation staff. Kratochvil comes to IDG from Humbert-Clark where she was responsible for job casting and proofing copy and film. She is interested in photography and received her bachelors degree in marketing from California's Santa Clara University.

Elizabeth Jensen joins *Macworld* as circulation analyst. She will oversee circulation financial reporting and analysis. Jensen was previously with Lotus Publishing where she was a market analyst in charge of ad tracking, research and focus groups. She received a B.A. from St. Lawrence University and enjoys skiing and photography.

Human Resources News

NEW POSITIONS THIS WEEK September 17, 1990

*The Job Opportunity Listing will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.*

ASSOCIATE EDITOR, *PORTABLE COMPUTING* (IDG/P)
Seeking an Associate Editor with excellent copy-editing skills and a sharp eye for checking facts. Will present opportunities for the right candidate to contribute news and feature stories to the magazine as well. Requires at least two years of magazine or news paper experience, knowledge of computers and/or telecommunications (such as cellular phones) would be helpful.

SENIOR TECHNICAL EDITOR (PUB)
Will establish and maintain contacts with technical writers, serve as primary technical resource for product development and editorial department for operating systems, hardware and programming, develop, edit and review technical manuscripts for accuracy, generate ideas for articles and accompanying art, write technical articles as needed, produce (edit and write) an average of 2 articles per month, ensure that articles and all accompanying elements have been properly entered onto production stream, attend and participate in editorial meetings, read all manuscripts for technical accuracy, and fill in at any editorial task as needed. Requires five to seven years experience with microcomputers, applications and programming, five to seven years of professional writing and editing, good analytical and phone skills, a working knowledge of all operating systems, application programs, and operational understanding of all platforms and peripheral hardware.

ACCOUNT EXECUTIVE / CUSTOMER SERVICE REPRESENTATIVE (WEC)
WEC, producer of conferences and expositions in the information processing industry, is seeking temporary, full time conference sales representatives. This position will present the benefits of our conference program to potential attendees and ask for their registration. Will also respond to incoming calls and provide follow-up support.

For more detailed information on these job openings, please contact the Human Resource Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/FSC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Bitterli	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge	
	(603) 924-9471	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Job Opportunities

Revised: September 17, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Dir. of Corporate Communications	Framingham, MA	W. Boyd	(508)875-5000
IDG	Administrative Asst./Finance Dept	Boston, MA	M. Cornetta	(508)935-4734
IDG	Customer Service/Order Processor	*List Services*, Framingham,MA	M. Cornetta	(508)935-4734
NWW	Features Editor	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	Copy Editor	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	J. Gallant	(508)875-6200
NWW	Marketing Comm. Specialist	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
IDC	Program Manager	Framingham, MA	D. Gold	(508)935-4633
IDC	Director of Services Research	Framingham, MA	R. Segal	(508)935-4321
IDC	Program Manager	Framingham, MA	J C. Brigham	(508)935-4231
IDC	Senior Account Executive (2)	Framingham, MA	M. Deutsch	(508)935-4348
IDC	Intern/Market Res. Analyst P/T	Framingham, MA	R. Segal	(508)935-4321
CWPI	Copy Editor	Framingham, MA	D. St. John	(508)879-0700
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
IDG/P	Receptionist	*GamePro*, Redwood City, CA	L. Kavish	(415)363-5200
IDG/P	Editor-in-Chief	*ICP*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Ad Director /Sales Manager	*ICP*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	SW Regional Sales Manager	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Sales Associate	*Suntech Journal*, Dallas, TX	B. Sawdon	(214)701-8167
IDG/P	Marketing Manager	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Administrative Assistant	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Central Reg.Sales Manager	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Circulation Manager	*GamePro*, Redwood City, CA	P. Ferrell	(415)363-5200
IDG/P	Associate Editor	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IFW	Inventory Controller	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Test Technician (2)	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Test Development Specialist	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Marketing Communications Mgr.	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Data Entry Assistant	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	M. Glasner	(415)978-3178
PCW	Telemarketing Account Manager	*PCWorld*, San Francisco, CA	S. Wade	(415)978-3134
PCW	List Acquisition Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)978-3302
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PUB	Copy Editor	*Publish*, San Francisco, CA	L. Steere	(714)833-3282
PUB	Senior Technical Editor	*Publish*, San Francisco, CA	S. Rosenzweig	(714)833-3278
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	SW Regional Manager	*Digital News*, Boston, MA	J. Epstein	(714)545-6397
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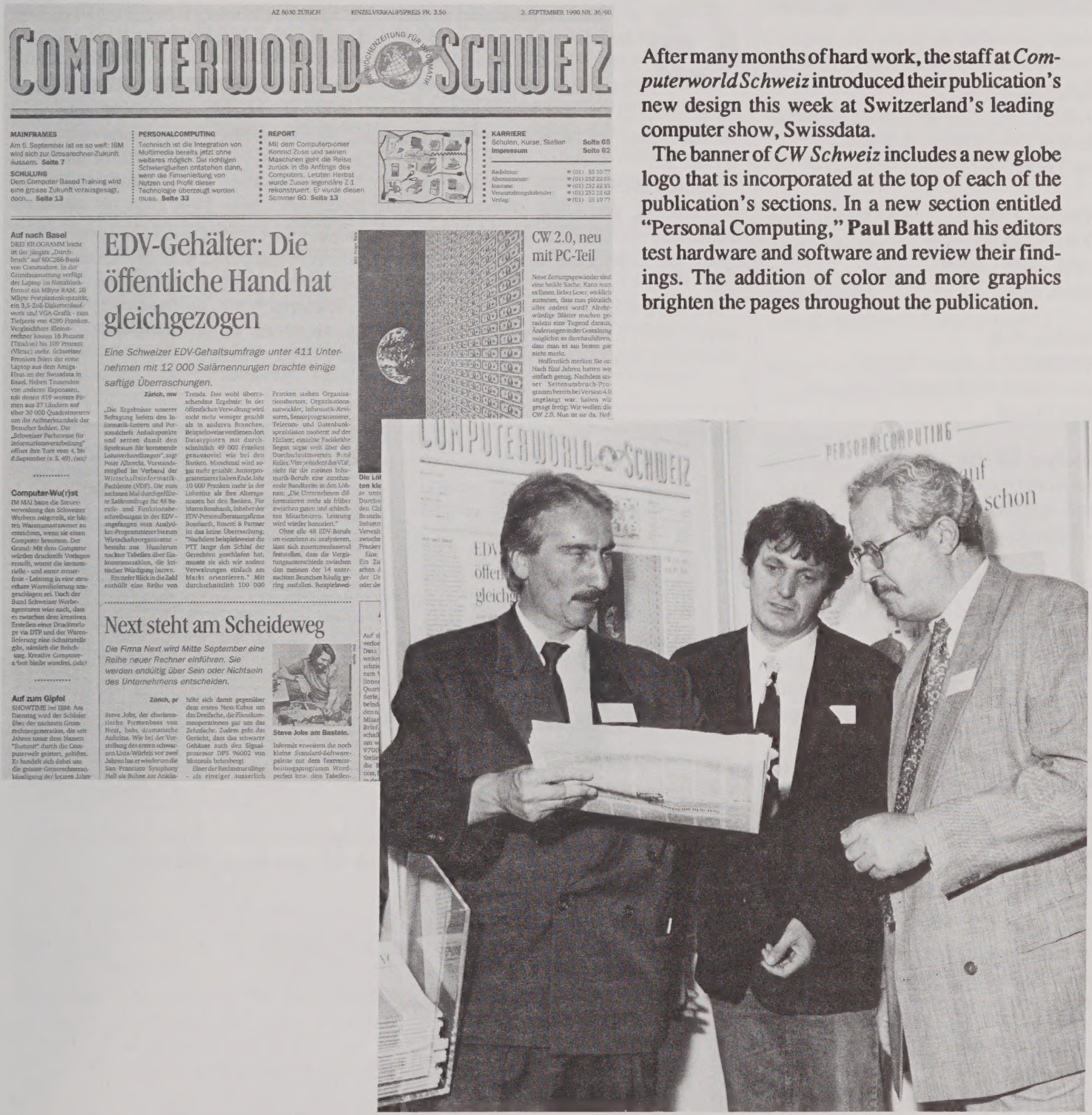
CIO	Operations Assistant	CIO, Framingham, MA	L. Faulkner	(508)935-4591
CIO	Production Manager	CIO, Framingham, MA	J. Levy	(508)935-4661
WEC	Conference Administrator	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Account Exec./Customer Srv.Rep.	Framingham, MA	M. Sullivan	(508)820-8268
TISC	Workstation/PC Analyst	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Dir.Midrange Systems/Server Res.	Framingham, MA	M. Cornetta	(508)935-4734
TISC	V.P. Sales & Marketing	Framingham, MA	S. Perry	(508)935-4407
ITI	Secretary/Receptionist	Framingham, MA	M. Cornetta	(508)935-4734
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000
CW-HK	Senior Reporter	Wanchai, Hong Kong	L. Janney	fax (852)861-0953

There's A New Look To *Computerworld Schweiz*

After many months of hard work, the staff at *Computerworld Schweiz* introduced their publication's new design this week at Switzerland's leading computer show, Swissdata.

The banner of *CW Schweiz* includes a new globe logo that is incorporated at the top of each of the publication's sections. In a new section entitled "Personal Computing," **Paul Batt** and his editors test hardware and software and review their findings. The addition of color and more graphics brighten the pages throughout the publication.



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COMPUTERWORLD SCHWEIZ

DIE WOCHENZEITUNG FÜR INFORMATIK

MAINFRAMES
Am 5. September ist es so weit: IBM wird sich zur Grossrechner-Zukunft äussern. **Seite 7**

SCHULUNG
Dem Computer Based Training wird eine grosse Zukunft vorausgesagt, doch... **Seite 13**

PERSONALCOMPUTING
Technisch ist die Integration von Multimedia bereits jetzt ohne weiteres möglich. Die richtigen Schwierigkeiten entstehen dann, wenn die Firmenleitung von Nutzen und Profit dieser Technologie überzeugt werden muss. **Seite 33**

REPORT
Mit dem Computerpionier Konrad Zuse und seinen Maschinen geht die Reise zurück in die Anfänge des Computers. Letzten Herbst wurde Zuses legendäre Z-1 rekonstruiert. Er wurde diesen Sommer 80. **Seite 13**

KARRIERE
Schulen, Kurse, Stellen **Seite 65**
Impressum **Seite 62**

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Auf nach Basel

DREI KILOGRAMM leicht ist der jüngste „Durchbruch" auf 80C286-Basis von Commodore. In der Grundausstattung verfügt der Laptop im Notizblockformat ein MByte RAM, 20 MByte Festplattenkapazität, ein 3,5-Zoll-Diskettenlaufwerk und VGA-Grafik - zum Tiefpreis von 4290 Franken. Vergleichbare Kleinstrechner kosten 16 Prozent (Tandon) bis 109 Prozent (Victor) mehr. Schweizer Premiere feiert der erste Laptop aus dem Amiga-Haus an der Swissdata in Basel. Neben Tausenden von anderen Exponaten, mit denen 819 weitere Firmen aus 27 Ländern auf über 30 000 Quadratmetern um die Aufmerksamkeit der Besucher buhlen. Die „Schweizer Fachmesse für Informationsverarbeitung" öffnet ihre Tore vom 4. bis 8. September (s. S. 49). *(sa)*

* * *

Computer-Wu(r)st

IM MAI hatte die Steuerverwaltung den Schweizer Werbern mitgeteilt, sie hätten Warenumsatzsteuer zu entrichten, wenn sie einen Computer benutzen. Der Grund: Mit dem Computer würden druckreife Vorlagen erstellt, womit die immaterielle - und somit steuerfreie - Leistung in eine steuerbare Warenlieferung umgeschlagen sei. Doch der Bund Schweizer Werbeagenturen wies nach, dass es zwischen dem kreativen Erstellen einer Druckvorlage via DTP und der Warenlieferung eine Schnittstelle gibt, nämlich die Belichtung. Kreative Computerarbeit bleibt wustfrei. *(ade)*

* * *

Auf zum Gipfel

SHOWTIME bei IBM: Am Dienstag wird der Schleier über der nächsten Grossrechnergeneration, die seit Jahren unter dem Namen "Summit" durch die Computerwelt geistert, gelüftet. Es handelt sich dabei um die grösste Grossrechnerankündigung der letzten Jahre

EDV-Gehälter: Die öffentliche Hand hat gleichgezogen

Eine Schweizer EDV-Gehaltsumfrage unter 411 Unternehmen mit 12 000 Salärnennungen brachte einige saftige Überraschungen.

Zürich, mw

„Die Ergebnisse unserer Befragung liefern den Informatik-Leitern und Personalchefs Anhaltspunkte und setzen damit den Spielraum für kommende Lohnverhandlungen", sagt Peter Albrecht, Vorstandsmitglied im Verband der Wirtschaftsinformatik-Fachleute (VDF). Die zum sechsten Mal durchgeführte Salärumfrage für 48 Berufs- und Funktionsbeschreibungen in der EDV - angefangen vom Analytiker-Programmierer bis zum Wirtschaftsorganisator - besteht aus Hunderten nackter Tabellen über Einkommenszahlen, die kritischer Würdigung harren.

Ein tiefer Blick in die Zahl enthüllt eine Reihe von Trends. Das wohl überraschendste Ergebnis: In der öffentlichen Verwaltung wird nicht mehr weniger gezahlt als in anderen Branchen. Beispielsweise verdienen dort Datatypisten mit durchschnittlich 49 000 Franken genausoviel wie bei den Banken. Manchmal wird sogar mehr gezahlt: Juniorprogrammierer haben Ende Jahr 10 000 Franken mehr in der Lohntüte als ihre Altersgenossen bei den Banken. Für Marco Bosshardt, Inhaber der EDV-Personalberatungsfirma Bosshardt, Rosetti & Partner ist das keine Überraschung: "Nachdem beispielsweise die PTT lange den Schlaf der Gerechten geschlafen hat, musste sie sich wie andere Verwaltungen einfach am Markt orientieren." Mit durchschnittlich 100 000 Franken stehen Organisationsberater, Organisationsentwickler, Informatik-Revisoren, Seniorprogrammierer, Telecom- und Datenbankspezialisten zuoberst auf der Hitliste; einzelne Fachkräfte liegen sogar weit über den Durchschnittswerten. René Keller, Vizepräsident des VDF, sieht für die meisten Informatik-Berufe eine zunehmende Bandbreite in den Löhnen: „Die Unternehmen differenzieren mehr als früher zwischen guten und schlechten Mitarbeitern. Leistung wird wieder honoriert."

Ohne alle 48 EDV-Berufe im einzelnen zu analysieren, lässt sich zusammenfassend feststellen, dass die Vergütungsunterschiede zwischen den meisten der 14 untersuchten Branchen häufig gering ausfallen. Beispielswei-

CW 2.0, neu mit PC-Teil

Neue Zeitungsgewänder sind eine heikle Sache. Kann man es Ihnen, lieber Leser, wirklich zumuten, dass nun plötzlich alles anders wird? Altehrwürdige Blätter machen geradezu eine Tugend daraus, Änderungen in der Gestaltung möglichst so durchzuführen, dass man es am besten gar nicht merkt.

Hoffentlich merken Sie es: Nach fünf Jahren hatten wir einfach genug. Nachdem unser Seitenumbruch-Programm bereits bei Version 4.0 angelangt war, haben wir gesagt fertig: Wir wollen die CW 2.0. Nun ist sie da. Hof-

Next steht am Scheideweg

Die Firma Next wird Mitte September eine Reihe neuer Rechner einführen. Sie werden endgültig über Sein oder Nichtsein des Unternehmens entscheiden.

Zürich, pr

Steve Jobs, der charismatische Firmenboss von Next, liebt dramatische Auftritte. Wie bei der Vorstellung des ersten schwarzen Unix-Würfels vor zwei Jahren hat er wiederum die San Francisco Symphony Hall als Bühne zur Ankün- höht sich damit gegenüber dem ersten Next-Kubus um das Dreifache, die Fliesskommaoperationen gar um das Zehnfache. Zudem geht das Gerücht, dass das schwarze Gehäuse auch den Signalprozessor DPS 96002 von Motorola beherbergt.

Einer der Rechnerneulinge - als einziger äusserlich

Steve Jobs am Basteln.

Informix erweitern die noch kleine Standard-Softwarepalette mit dem Textverarbeitungsprogramm Wordperfect bzw. dem Tabellen-

(L-R): Managing director Gebhard Osterwalder, editor-in-chief Martin Meier and sales manager Enrico Charen admire the new design of *Computerworld Schweiz* at their booth during the Swissdata show.

Calendar

- **September 26-27**
  Portable Computing & Communications
  Sheraton Centre Hotel & Towers
  New York, NY

- **October 1-5**
  CD-ROM Expo
  World Trade Center
  Boston, MA

- **October 4-8**
  COMDEX/Europe at SICOB
  Paris-Norde Villepinte Fairgrounds
  Paris, France

- **October 18-20**
  Macworld Expo/Australia
  Darling Harbour
  Sydney, Australia

- **October 23-25**
  Macworld Expo/Canada
  Better Living Center
  Toronto, Canada

- **November 7-9**
  IDG Worldwide Managers Meeting
  LaQuinta
  Palm Springs, CA

- **November 12-16**
  Comdex/Fall '90
  Las Vegas, NV

- **December 5-8**
  Communication Networks/Korea
  Korea Exhibition Center (KOEX)
  Seoul, South Korea

- **January 10-13**
  Macworld Expo
  Moscone Center and Brooks Hall
  San Francisco, CA

NWW Sponsors ENNE Awards

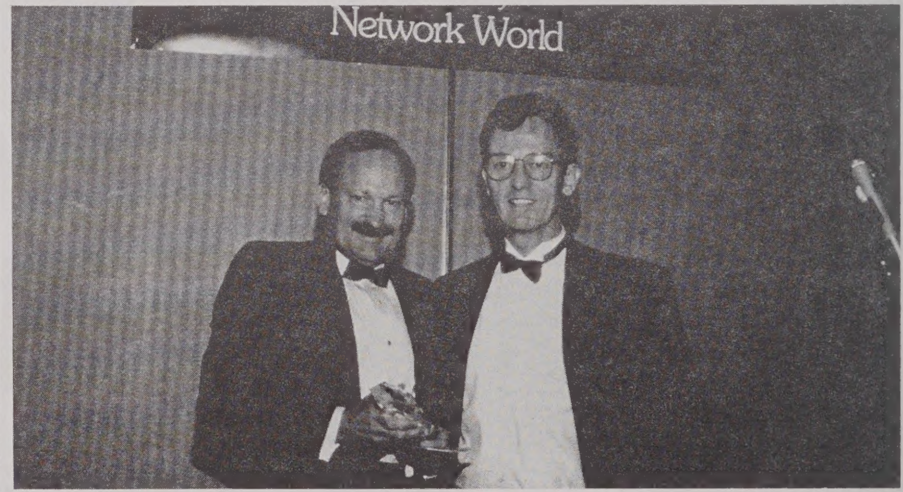
Gary Beach, publisher of *Network World*, presented the 1990 Pioneer Award at the Enterprise Network Excellence (ENNE) Awards held this week in Dallas, Texas, in conjunction with NetWorld '90.

Beach presented the award to Ralph Ungermann, president of Ungermann-Bass, who was cited for his role in developing the Enterprise Networking Industry.

Network World sponsored the second annual ENNE Awards, which recognize innovative examples of increased productivity and efficiency through creative linking of computer and communications technologies.

The organizational ENNE winners were: United Parcel Service of Paramus, NJ; CSX Technology of Jacksonville, Fla., Aerospatile, France, of Paris, France; The World Bank of Washington, D.C.; Allegheny Ludlum Steel Corp. of Brackenridge, Pa.; Champagne Microproducts of Baton Rouge, La.; and ITT Commercial Finance Corporation of Clayton, Mo.

Richard Villars, manager of the communications department at IDC, was among the judges.



ENNE Pioneer Award winner Ralph Ungermann holds his trophy after the presentation by *Network World* publisher Gary Beach.

An E-Mail Update

IDG's new electronic communications network is now operational and the rollout to business units has begun. The new system includes electronic mail, the IDG News Service and other features on the same system. Software and documentation is being shipped to business units worldwide over the next couple of weeks. Address any questions about the new system to the IDG International News Group in Boston — System Administrator Maureen Page or David Hill — Telephone: (617)423-9030. Fax: (617)423-0172. Business Talk: M.PAGE or D.HILL.

IDG Stars Shine in HR Program

Recipients of the quarterly IDG STAR Awards were honored recently at the annual IDG Framingham picnic. Chosen for outstanding performance in service, teamwork and results, recipients receive a cash prize as well as an award.

Selected for her ability to foster teamwork and referred to as "the glue that holds the Credit Department together," office administrator **Michelle Chase** was also recognized for establishing excellent working relationships with both clients and employees.

Human Resources' employee relations representative **Mary Cornetta** was awarded her star for continually providing top quality service in a wide array of services.

Paul Mastrodomenico, credit analyst for the IDG Credit Department was commended for going above and beyond the call of duty when working with the management and sales staff, agency credit departments, and clients to resolve difficult billing and collection problems.

The August presentation included a special award for the staff of the IDG MIS department. The group, which underwent many changes in the past year, was recognized for being especially cooperative and providing swift responses to requests.

***Digital NEWS'* art/production director Vicki Blake (left), and art/production assistant Wendy Israelite were honored recently with a First Place Award from the American Society of Business Press Editors. In the National Annual Editorial and Graphic Excellence Awards competition, the *Digital NEWS* team earned the top prize in the Tabloid Front-Page Text category. While the publication has earned several regional awards in previous years, this is the first time *Digital NEWS* has won at the national level.**

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of September. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Aaron Goldberg - IDC

TEN YEARS
Jane Creighton - *Computerworld*

EIGHT YEARS
Larry Bishop - IDC

SEVEN YEARS
Karl Koessel - *PC World*

SIX YEARS
Cheryl Tynan - *Network World*

FIVE YEARS
Bill Creonte - *Computerworld*

THREE YEARS
Amy Marks - *PC World/Publish*
Laurel Peddie - *Digital NEWS*

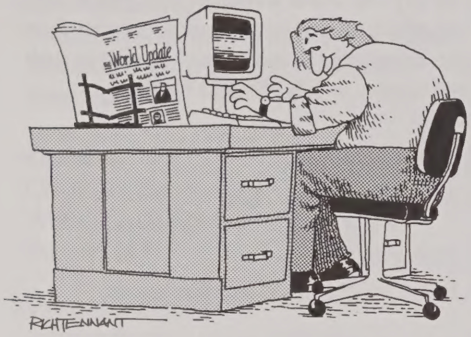
TWO YEARS
Amy Striplin - *PC World/Macworld*
Susan Lusty - *PC World*
Karen Nielsen - LINK Resources
Walter Miao - LINK Resources
Caryn Dlott - *Computerworld*

ONE YEAR
Earlene Sabin - *Computerworld*
Rick Smith - IDG Australia
Steve Preen - IDG Australia

Note: Last week's issue contained an error in the anniversary section. Kevin McPherson should have been listed as celebrating his ninth anniversary with *Computerworld*.

Off line

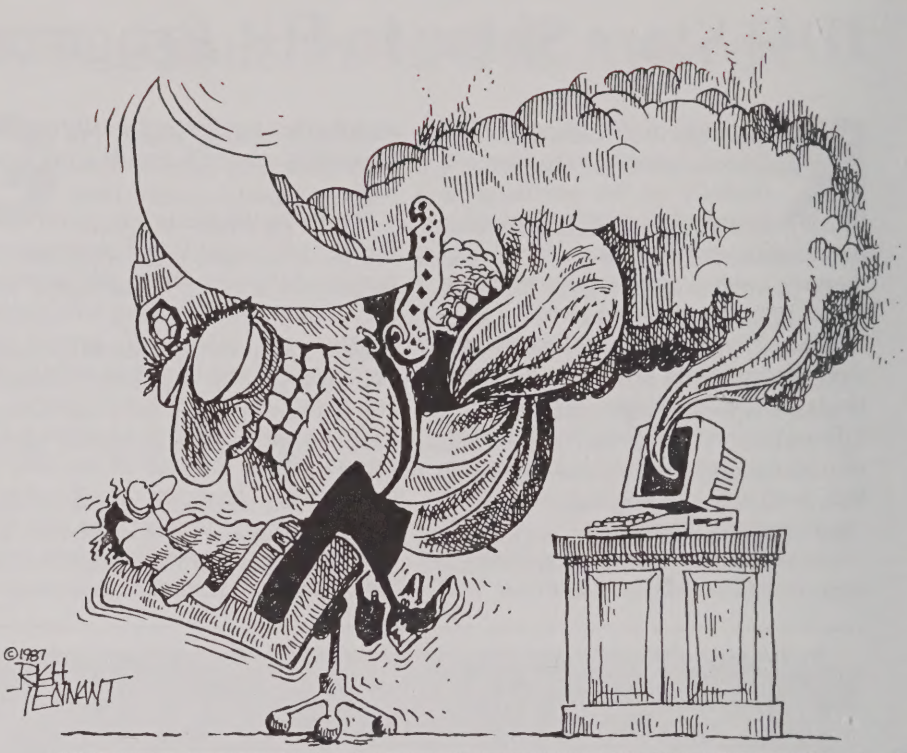
Win Your Own



Off-line T-shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Wednesday, October 17. The person with the most humorous submission will be awarded an "off line" T-shirt imprinted with the above design. Honorable mention winners will receive painters caps decorated with the World Update banner. Fax your creations to (617) 423-0712 or Ontyme box IDGHQ.D/Butler.



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Order a New Flag: Turkey Enters The IDG Fold

- PAGE 4

David Ushijima Explores *Macworld* Options In Japan

- PAGE 5

A New Winner is Crowned In The Cartoon Caption Contest

- PAGE 6

IDG World Update

VOLUME 20, NUMBER 39 **September 10, 1990**

IDG Books Worldwide Goes To Press

IDG Books Worldwide is not just a paper concept anymore. The eight-person staff is up and running, preparing for a busy fall during which they will publish nine new books before 1991.

Created in January of this year, IDG Books has signed book publishing agreements with *AmigaWorld*, *GamePro*, *Portable Computing*, *PC World*, *Macworld* and *InfoWorld* and is discussing potential projects with a number of other IDG publications.

The mission of IDG Books, according to publisher **John Kilcullen**, is to produce "authoritative, brand-name computer books that we believe offer superior value to computer book buyers." The targeted audience for the first titles are personal computer users and video-game enthusiasts.

Authors will include writers and editors from IDG publications, as well as other respected trade journalists. In some cases, the books will be "branded" with the name of the IDG-affiliated magazine, and many will be endorsed by software manufacturers. Where appropriate, some of the books will be packaged with disks containing software utilities or data.

Nintendo ▾ Genesis ▿ TurboGrafx
GAMEPRO
HOT TIPS: ADVENTURE GAMES
Over 720 All New Tips, Tactics, Secret Passwords & Strategies to Make You a Power Player!
Inside: Money Saving Coupons!
Win Your Favorite Game System and Hundreds of Prizes and Gifts!
Over 70 Incredible Action Titles!
Super Mario Bros 3
Mega Man 2 • Super C
Revenge of Shinobi
R-Type & More!
From the Editors of GamePro Magazine
The Unauthorized Nintendo, Genesis, & TurboGrafx Tips Guide

Cowabunga! IDG Books!

IDG has the lead in a race with newly formed Ziff-Davis Press, which is slated to release its first products in April 1991.

WHO'S WHO

Jonathan Sacks has taken on a dual role as president/CEO of IDG Books and president/publisher of InfoWorld Publications. While editor-in-chief of *InfoWorld* several years ago, Sacks initiated a successful InfoWorld Book series in collaboration with a number of major publishers. IDG Books, however, represents the company's first centralized venture into trade computer book publishing.

Said Sacks, "IDG Books is an autonomous operating division of IDG charged with publishing for virtually every readership base where IDG maintains a strong foothold via its magazines. You will see Kilcullen publish books with many IDG magazines where we can develop a long-term, profitable niche."

As vice president and publisher, Kilcullen will oversee day-to-day operations, including international licensing and distribution. Prior to joining IDG in April, Kilcullen was the sales director of Bantam Electronic Publish-

- SEE PAGE 2

Books

- FROM PAGE 1

ing. Under his management, Bantam's computer book sales grew from approximately $500,000 to $11,000,000. He has been in technical publishing since 1981.

Michael McCarthy, former executive editor/reviews at *InfoWorld*, is IDG Books' editor-in-chief. He is responsible for all day-to-day editorial activities, oversees manuscripts and works with authors.

Carol So holds two posts as director of operations for IDG Books and director of finance for InfoWorld Publishing. Her previous responsibilities have included manager of profit planning for Pacific Bell Directory and senior financial analyst for Addison-Wesley Publishing Co.

As sales and marketing manager, **Milissa Koloski** has been traveling across the U.S. pre-selling the fall book list to major book and software chains. She started as an acquisitions editor for Simon & Schuster/ Brady Computer Books in 1984 and then went on to Prentice Hall Professional & Technical Sales as a sales representatitve.

Book production manager **Lana Olson**, formerly of Clymer Publications in San Diego, Calif.; associate editor **Jeremy Judson**, who was a free-lance editor for M 'n T Books; and administrative assistant **Michelle Hubbard** are also an integral part of the IDG Books team.

STRATEGIC PLANNING

With the October release of two *GamePro Hot Tips* books, IDG's entree into the close to $300 million trade computer book market will be bolstered by two innovative approaches in sell-through advertising, interior design, editorial positioning and packaging.

According to sales and marketing manager Koloski, the mere existence of advertising in the computer book business is a fairly new approach.

"IDG Books is structuring cooperative advertising arrangements with its sister publications that feature back-of-the-book magazine subscription offers," Kilcullen explained. The first book ads will appear in *GamePro*'s November issue. Koloski also plans to introduce cross advertising. For example, *InfoWorld* will carry ads for *InfoWorld*, *Portable Computing* and *PC World* books sometime in the fall.

On the packaging side, Koloski said that at a time when computer books are rather bland and full of dull photographs, IDG Books has created a new look: "clean, white and 'Cosmopolitan'-styled. We're bringing proven, consumer-oriented magazine packaging techniques to high-tech books," she said.

All IDG Books products are produced using an in-house, Macintosh-based QuarkXpress system, with free-lancers assisting in the editing, design and layout. Koloski said that this, too, "is another fairly progressive approach in books," since many publishers still rely on traditional typesetters.

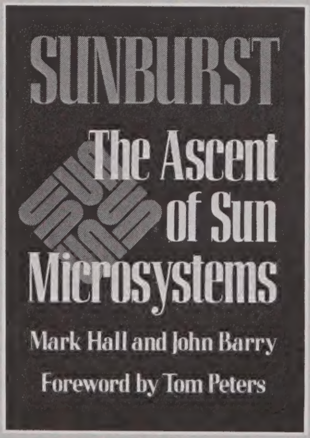
INTERNATIONAL DISTRIBUTION

Kilcullen has contacted IDG's presidents outside the United States to establish joint promotional ventures advertising appropriate English-language versions or translations of IDG Books in their publications. Kilcullen and his staff have discussed licensing the foreign translation rights or sales of the books with 18 international book companies and distributors. Most of the international partners are already signed up, and Kilcullen and Sacks will be in Germany for the mammoth Frankfurt Book Fair in October to finalize other relationships and further promote IDG Books.

"I have asked the book companies we are considering working with to contact the IDG company in their country and determine what additional arrangements can be made for the advertising and sale of IDG Books," Kilcullen said. Support from within the IDG family "will enable us to attract the best authors in micro computing to publish with IDG Books Worldwide...because of the unified international network we will have developed [internally] for the advertising and distribution of our books," he emphasized. IDG Books will be exclusively distributed in Canada by MacMillan in Germany by Tewi, and in the U.K. by Computer Bookshops.

One of the staff's most immediate activities focuses on the main trade announcement to booksellers that will appear in the September 27 issue of *Publishers' Weekly*. The first catalogue and selling tools, such as counter sweepstakes displays, will be available later this month. The staff also plans to exhibit at Comdex in November to launch the books directly to the computer industry.

The new headquarters of IDG Books Worldwide is located at 155 Bovet Road, Suite 730, San Mateo, Calif. 94402, telephone (415) 358-1260, fax (415) 358-1260.



***SunTech Journal* editor-in-chief John Barry is the co-author of *Sunburst*, which is already in its second printing since debuting July 19. *Sunburst*, a study of Sun Microsystems' meteoric rise to market dominance, has been on the best seller lists of the *San Francisco Chronicle* and the *Peninsula Times Tribune* (Calif.) for the past six weeks. Published by Comtemporary Books, Inc., the book is being distributed throughout the U.S.**

On line

ASK WALTER

Q What different IDG management styles have you noticed in your international travels?

A Simply put, we have as many different management styles as we have managers! This is, in fact, something that we encourage and perpetuate by the type of people we put in management positions. We want strongly motivated, highly dedicated and very intelligent people who don't fit a mold. The common thread, of course, being adherence to IDG's ten Corporate Values and the willingness to become a part of the global family in terms of inter-company cooperation and ability to build successful and profitable companies on their own.

Q What is the EAOC, and what does it do?

A The Executive Advisory Operations Committee is made up of all U.S. publishing group presidents. The EAOC group meets quarterly for a very informal one-day session at which each member of the group is free to ask questions of both management and their colleagues, to gain consensus on policy issues that might be important to everyone in the group, to advise headquarters on trends, problems, opportunities, competition, personnel and human resources issues, and just about anything under the sun that might be of concern. The typical meeting covers between 30 and 40 agenda items per session and has proven to be a very effective way to build solid working relationships and improve communications between our independent operating units and with headquarters. Similar groups are either in existence or are being formed elsewhere around the world.

Q As one of the longest employed members of IDG, you have witnessed many accomplishments. Which of those are you most proud?

A I have indeed witnessed many accomplishments during the past 22 plus years, but it would be absolutely impossible to single out one or two as those of which I am most proud.

Having said that, however, I would add that overall I take great pride in all of our operating units. There is a tremendous sense of accomplishment when you see our very talented and very energetic teams all over the world going from one success to another.

In this business there is nothing but people, so if I have a right to be proud of anything, it would be our people.

Q With so many new technologies entering the information technology market, what new areas of service will IDG focus on in the 1990s?

A The '90s will obviously be another period of great growth and expansion for IDG. We already have some things on the back burner, but it would be premature to discuss them in detail now. However, it is a given that we will try to be in the forefront of every new technology and/or platform that comes along with market research, periodicals, books and , of course, expositions as appropriate.

Q One of IDG's successful ingredients is decentralization. Once a launch has been staffed, the idea is to get out of the way. What happens when a publication begins to show signs of trouble? Is the decision left to the individual unit to handle, or does headquarters supply a support system?

A Unfortunately, we do not live in a perfect world and when one of our publications runs into a wall, for whatever reason, we at headquarters are kept abreast of problems by our independent unit managers through their monthly reports and continuing dialogue that we share. It has been our experience that most often the unit manager is the first person to say "we have a problem," and they usually seek help and guidance from headquarters by having us act as a sounding board. We will, of course, offer support systems and/or contacts to help them sort through the problems, but at the end of the day it is really their responsibility to solve the problem.

Q What interests do you have outside of IDG?

A My greatest passion outside IDG is music. I was actually trained as a pianist and got into publishing by accident. I regularly attend virtually every concert I can fit into my schedule and have even started taking piano lessons again. Within the last year, I've also become an obsessive exercise walker. I walk about 25 miles a week and try to get out every day for 40 to 50 minutes. And my newest interest may prove to be the most energy-consuming for the next year of so — I've started to build a new home. I'm also an avid reader and animal lover.

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update *via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.*

IDG Enters the Fast-Growing Turkish Market with Weekly Computer Newspaper

Istanbul was the site for the latest IDG publication license agreement. IDG has signed with *Cajdas Monitor*, Turkey's leading computer news publication.

Cajdas Monitor, a weekly newspaper, is now an IDG affiliate and will receive and participate in the IDG International News Service. The advertising pages are represented worldwide by IDG International Marketing Services.

IDG chairman Pat McGovern said, "We are very pleased with this excellent and timely opportunity to enter the computer market in Turkey. The market is one of the fastest growing in the world. This year over $330 million worth of computer equipment will be imported into Turkey, an increase of nearly 40% from last year. In addition, locally made or supported computer software services and supplies account for an additional $250 million of industry revenue, growing at an equally fast rate.

"We are delighted to establish our affiliation with UFT, Ltd., which is a company like IDG, dedicated to providing information services on information technology," McGovern continued. "Besides publishing the leading computer news publication in Turkey, UFT also runs the largest and most important computer and high-tech exposition and conference in Turkey."

According to Sakir Batumlu, the president of UFT, Ltd., affiliation with IDG will greatly benefit the company. "Access to the International News Service, which is supported by over 600 IDG journalists, will ensure that we have the most timely and up-to-date information to give to our readers. Support from the News Service means that our publication will be known as the leading advertising vehicle in the computer market in Turkey at the headquarters level of all the leading computer and communications industry companies," he said.

Monitor
COMPUTERWORLD
Monitor

(L to R) Sakir Batumlu, president of UFT, Ltd., Eckhard Utpadel, head of IDG Germany, IDG chairman Pat McGovern, and Mehmet Ali Altaca, general manager of UFT, Ltd., at UFT's office in Istanbul.

ICU Special Report Targets Turkey

Details about the computer industry in Turkey are not easy to uncover. *International Computer Update*, the weekly executive report from IDG's International News Group, scored a coup recently when it produced a special report on the Turkish computer market.

Former News Service director Kathie Gow spent the past year working for *Dateline*, a weekly English-language newspaper based in Istanbul, Turkey. Still in contact with her former colleagues, Gow provided *ICU* editor Sharon Baker with a considerable amount of information on U.S.-based firms operating in Turkey and other industry topics.

***ICU* noted that while Turkey lags behind other European countries in information technology installations, its desire to join the European Community in 1992 has spurred rapid growth in both the public and private sectors. The *ICU Special Report* describes current installed base and growth rates, vendors' individual market shares, company profiles of Turkish operations and factors influencing projected growth in vertical markets.**

Circulation director Craig Pierce said that beyond mailing the special report to regular *ICU* subscribers, he plans to market the report to an existing prospect list this fall.

For more information about the *ICU Special Report*, contact Pierce at (617) 423-9030 or fax (617) 423-0712.

Macworld, Japanese Style

Ushijima Explores Publication, Expo

David Ushijima left San Francisco-based *Macworld* in late April to start a *Macworld* magazine in Japan. He spent the first two and a half months energetically looking for the best way to establish the magazine and assist in the launch of Macworld Expo in Tokyo.

After an extensive search, Ushijima decided to publish the magazine with a well-established Japanese partner, Nikkei-Business Publications.

"With *Macworld*'s excellent reputation for quality and timeliness and Nikkei's knowledge and strength in the business publication market in Japan, the magazine will start off from a position of strength, even in a market where we have four competitors," Ushijima said.

Plans are in motion for a November release of the first special edition of Nikkei-*Macworld*. An announcement about the monthly publication will be made at the first Macworld Expo/Tokyo next February.

PERSONAL RELATIONSHIPS

Ushijima highlighted the importance of personal relationships when entering into business agreements with the Japanese. "Personal relationships open a lot of doors here, even more so than in the U.S.," he noted. "Of course, personal relationships are important in the U.S., but here, without them, one would never get beyond the front door. And in Japan, there are so many more doors to go through. In a way, Japan reminds me of a maze where you never know where the next turn will take you."

The move to Japan has made Ushijima realize how much he depended on English to communicate with business partners. Meetings demand special concentration and, he relates, "Many times I've thought I said one thing only to have it interpreted in another context. Although it feels like my Japanese is slowly getting better, I think my English is getting worse."

Another aspect of Japanese culture that Ushijima has come to appreciate is patience. So far, Ushijima's experiences have shown that agreements are reached after many discussions—both during and after business hours. He said this process is somewhat frustrating when compared with the speed with which decisions are made in the U.S., but on the other hand, he observes, it's a safety net.

"Because many more people get involved in a decision in Japan, you end up discussing and thinking through many more alternatives beforehand," Ushijima explained. "It's a good exercise."

"It's not unusual to have meetings where 20 to 25 people attend," he added. "Formalities and introductions seem to precede everything. In the U.S. you can conclude an agreement maybe in one or two meetings, whereas here it might take months. However, once the decision is made, follow-up action comes quickly."

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of September. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINE YEARS
Paul McPherson - *Computerworld*

EIGHT YEARS
Paul Gillin - *Computerworld*

SEVEN YEARS
John Gallant - *Network World*

SIX YEARS
Judy Sutter - *PC World*
Frank Wielki - *Computerworld*

FIVE YEARS
Nicanor Perez y Vega - IDG Venezuela

FOUR YEARS
Janet Glynn - IDG
Angele Boyd - IDC
Marianne DeLuca - IDC
Jens Jørgen Krag Hansen - IDG Danmark

THREE YEARS
Gary Beach - *Network World*
Nancy McSharry - IDC

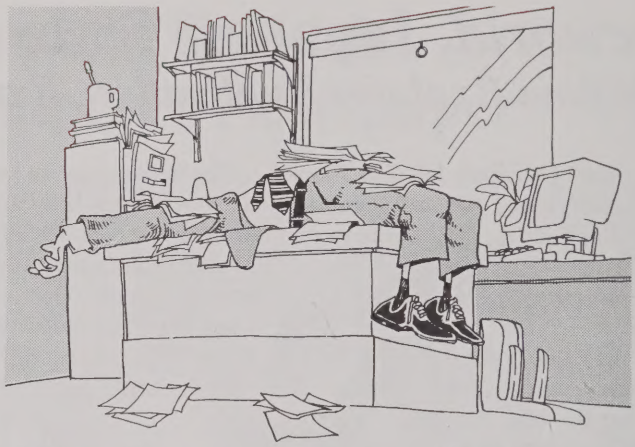
TWO YEARS
Tom Smith - *Network World*
Bill Perry - *Network World*
Paul Pastrone - IDC
Amy Striplin - *PC World/Macworld*
Joyce Chutchian - *Computerworld*
Lars Østermann - IDG Danmark A/S

ONE YEAR
Sue Bitterli - IDG
Loretta Dufresne - IDG Research
Kim Forbes - IDC
Dan Murphy - IDC
Joseph Maglitta - *Computerworld*
Joanie Wexler - *Computerworld*

Off line

Many thanks to the 31 employees who contributed to this cartoon installment. An *IDG World Update* T-shirt has been dispatched to winner **Linda Slovick**, and a brand new "Off line" item - a painter's cap decorated with the same distinctive motif - is on the way to each of the other creative people listed below. (Honorable mention contributors announced in the July 30 issue will also receive caps.)

Get those creative juices flowing. A new cartoon will appear next week.



"Friday, 5 p.m.: George finds a whole new meaning to the term 'page layout.'"
- **Linda Slovick**, InfoWorld Test Center

HONORABLE MENTIONS:

"Paperwork continues to mount as Wilfred's power nap rages out of control."
- **Mark Miller**, IDC

"Hey, Sam, take a look at Harry. I think he just got the feedback to his 1991 budget submission."
- **Arline Clements**, IDC Washington

"IDG coffee claims another victim."
- **Peter Minor**, World Expo Corp.

"Concerned with the advent of the paperless office, Ned decides to spend some quality time with his remaining paperwork."
- **Andrew Rowe**, *CW* Sales, Framingham

"And all because his secretary is on vacation..."
- **Jonathan Sheldrake**, European Research Center

"IDG employee Basil Wintrop suddenly realized he had come into the office on a Saturday."
- **Anne Dripchak**, *NWW* New Jersey Sales Office

"That's it. Beam me up, Walter."
- **Janel Breckenridge**, IDG Australia

"Budget burnout!"
- **Fritz Landmann**, *Computerworld*,

"I give up! The system is down, GL is backed up, and the users are screaming. 'Calgon, take me away!'"
- **Kevin Burns**, IDG MIS Dept.

"Another close!"
- **Kathy Mazzie**, *NWW* Chicago

"Just 30 days until my next P&L meeting."
- **Jim Povec**, IDG Japan

IDG *World Update*

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***IDG World Update* is published weekly for the employees of International Data Group. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; Ontyme mailbox: IDGHQ.D/Butler or CWCI.P/Smith.**

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Grigory Gromov Talks About Plans for *Computerworld U.S.S.R.*
- PAGE 5

Supplement Boosts *Federal Computer Week* With Two-Way Punch
- PAGE 7

IDG *World Update*

VOLUME 20, NUMBER 38 **September 3, 1990**

The Making of a Supplement

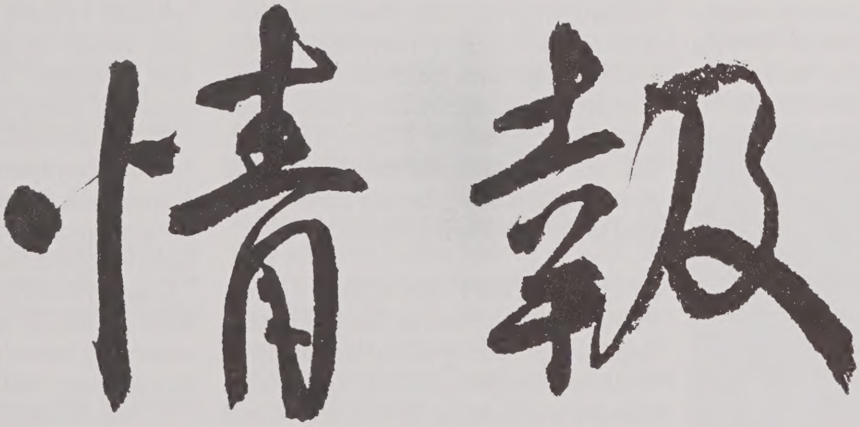
CW Editors Meet Japanese IS Execs On Their Own Turf

In its special August 13 supplement on Japan, *Computerworld* investigated a dimension of Japanese business that had previously escaped close examination: information systems (IS). While many people clearly recognize Japan's stature as the United States' primary economic competitor, *Computerworld* revealed that few have an accurate picture of the typical Japanese IS executive and his work environment.

The 36-page supplement marked the first time, apart from its annual "Premier 100" edition, that *CW* has produced a supplement on a single issue. Sole sponsor IBM bought seven pages of advertising.

Executive editor Paul Gillin credited editor-in-chief **Bill Laberis** with the idea for the project. "Bill wanted to do something that reflected the international nature of the computer industry. Japan was a natural place to start," since it is the country *CW*'s readers are most concerned about, he said.

Planning began in January, and during the course of the next few months features editor **Joanne Kelleher**, Gillin, and senior editors **Clinton Wilder** and **Amiel Kornel** each spent a week in Tokyo interviewing IS executives at a total of almost 50 companies. Supplement editor **Glenn Rifkin** and **Lori Valigra**, Tokyo bureau chief for the IDG News Service, also contributed articles.



joho:
information

GETTING STARTED

For the four itinerant editors, two of whom had previously been to Japan, the project was full of challenges and surprises.

In retrospect, all said that just preparing to go to Japan was more than half the battle. Since *CW* had very few contacts there, the staff had to rely on IDG Japan and Peat Marwick Consulting Co., among other firms, to introduce them to prospective interviewees. "It was like opening up a new beat," Kornel said.

Due to the 13-hour time difference between Framingham to Tokyo, "it was no mean feat arranging for interviews. The faxes were flying," Wilder said. Patience was the operative word during the time-consuming process of introduction, interview request and acceptance.

Gillin said that there was an exceptionally positive response to the group's requests for interviews. "The user companies were almost unanimous in agreeing to have their staff do the interviews. No one asked for approval power over the articles. I wish more American companies were like that."

Before leaving, the editors divided up

- SEE PAGE 2

Japan

- FROM PAGE 1

the story assignments according to IS functions, such as user/vendor relationships, software, and data center automation. Each writer then selected features of interest and pursued interviews along those lines. Afterward, the group pooled their notes in an electronic queue, which proved extremely useful as a source for both background information and quotes.

Wilder said that the group "had ideas about what questions to ask, but the themes that recurred and emerged defined the content. Some of our preconceived ideas didn't work, sometimes they did." Kornel was a bit more direct about their previous knowledge about Japanese executives. "The trip showed that [the United States'] stereotypes about them are basically wrong."

OPEN COMMUNICATION

Rifkin discussed two of the group's findings in his introduction to the supplement. First, while the U.S. does maintain an IS edge over Japan, the difference is mainly caused by cultural issues that are slowing Japanese progress, and those barriers are quickly being overcome. Second, the executives completely disproved the notion that the Japanese can be vague conversationalists.

Paul Gillin (second from top, left) and the IDG Japan staff

"I was quite surprised at how forthcoming the IS managers were," Kelleher recalled. "They were very interested in our project, and they willingly discussed their own internal corporate struggles. One manager had a 10-point list of problems the company was facing. Their candor was refreshing."

The executives were so cooperative that the group's original expectations changed dramatically. "We went from hoping we'd have enough material to telling some companies we wouldn't have time to see them," Wilder said.

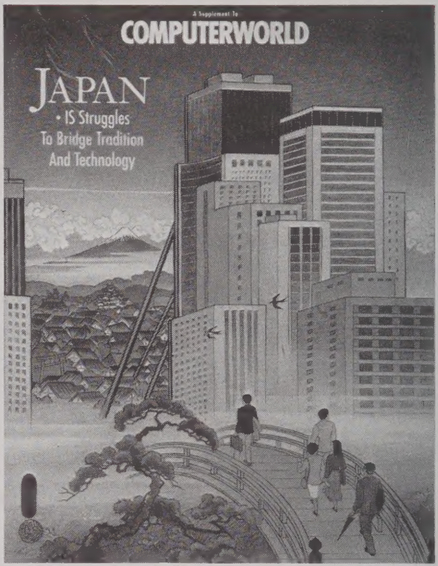
Surprisingly, no one in the group found the language barrier to be a problem. While interpreters were available, many of the people interviewed had a basic command of English thanks to a six-year requirement for Japanese students. "I knew that the interview was going well when the subject didn't wait for the interpreter to ask the questions," Kornel said.

Everyone agreed that the pace was the hardest part of the visits. Each editor conducted three or four interviews a day, which would be the maximum under normal conditions but particularly hectic given congested, expansive Tokyo. Trying to link up with different interpreters and photographers along the way also contributed to the challenging logistics.

CULTURAL DIFFERENCES

Kornel had been based in Europe for more than ten years during his career, mostly in Western countries. Dealing with foreign cultures was familiar to him, but he still expected difficulties on this trip. Instead, he found the Japanese easier to deal with than previous subjects. "Despite the language and cultural differences, they seemed so hospitable and open that it made things easier for us," he said.

The *CW* group found their attention to proper etiquette helped ease any initial tensions. For example, Kornel explained that the exchange of business cards is important and must be done in a special way. It is customary to "take someone's card with two hands, not one, look intently at it, bow your head slightly and say 'pleased to meet you' in Japanese," he said. Hierarchy is important, and it is a sign of respect to know the title of the person to whom you are speaking.



A U.S.-based Japanese artist created the cover illustration for the *Computerworld* supplement.

"They seemed to be giving us leeway because they knew we were Westerners," Kornel said, adding that he felt the executives appreciated their taking the time to learn Japanese courtesies.

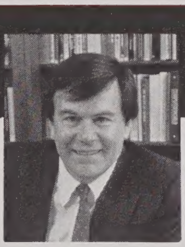
Kelleher observed that the IS executives were pleased to grant the interviews because they haven't received a lot of attention at home until recently.

"IS was a back-office function in a lot of ways before," Kelleher said. "Now, people are seeing IS as key to maintaining profitability and expansion into other geographic areas, which is a necessity for them. This attention is a mixed blessing. IS managers now face an incredible burden of expectation," she noted.

The *Computerworld* staff is pleased with its inaugural supplement and plans to produce others on Europe, and possibly the Pacific Rim, in 1991.

On line

ASK PAT



Q Recently you visited Eastern Europe again. What is your view of events there as they relate to IDG?

A I see significant progress being made in consolidation among the many new political parties into a few prominent groups, leading to more stable democratic political leaderships for the countries in Eastern Europe. This will extend to a speedier establishment of new rules and regulations for a market-oriented private enterprise economy.

Due to the large number of well-educated and highly literate people interested in information technology in that region, I foresee excellent opportunities for IDG. We now have eleven publications in Eastern Europe and the Soviet Union and plan to add four additional publications within the next three months.

Q Trade barriers are falling in all the socialist countries. How soon might we see *Computerworld Cuba*?

A The size of the computer market in Cuba is too small to justify establishing an IDG subsidiary in that country. We would consider a computer publication license in Cuba, but as yet, we have not been approached by a qualified party. I wouldn't be surprised if there was a *Computerworld Cuba* by 1993.

Q How soon will we see a pure electronic product from IDG — one that has no print version whatsoever? What field is it likely to be in?

A IDG's first pure electronic product was created in 1964. It was a directory of computer installation sites describing their user, location, configuration and applications. It was sold on computer tape or disk, which the customers could read into their computer and manipulate the records as they wished. So, IDG has been in the electronic information product business for over twenty-five years. In fact, for us, electronic publishing came first, and print came later!

Q Can you suggest ways to continually acknowledge and motivate IDG employees who like their current jobs and have no wish to climb the corporate ladder?

A I have found that people are motivated when they feel they have something important to do, the skills to do the job well, and they receive recognition and appreciation for a job well done. People who have a high degree of satisfaction with their current job often have no wish to change positions because they receive a high degree of satisfaction from their work.

Because such people do an excellent job, they are very highly valued at IDG. We don't want to motivate employees to change jobs for the sake of change alone. But we do think it is important for people to receive recognition and appreciation for doing a good job whether they have been doing that job for a short time or for a much longer time.

Q What three individuals do you admire most, and why?

A Benjamin Franklin, for his leadership and accomplishments in science, printing and publishing; John F. Kennedy, for his inspirational style and leadership for getting people to give their best and for giving a nation dreams and hope; and my mother, for her love and the patience to put up with me.

Q When establishing a business venture in a new country, what factors determine whether to first establish IDC or IDG?

A IDC's customers are primarily executives in the computer industry. Therefore, IDC measures its opportunity in a new country on the number and size of producers and resellers of computer products and services in that country. IDG Communications' publications are read by end users, so IDG measures its opportunity by the numbers of people using computer systems and the types of computer systems they use. In the past, when we first entered developed countries, IDC would be the first business unit to start because of the active demand in that country for its services from the many existing computer vendors.

Currently, we are entering developing markets where there are only a few active computer vendors, but a great number of computer users and other people interested in computer information. Therefore, the first IDG subsidiary in a country is typically IDG Communications, which starts a computer publication and, with increasing frequency, a computer exposition. IDC often starts at about the same time with a local agent and establishes a subsidiary somewhat later.

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Calendar 1 2 3

- **September 14**
  IDG Board of Directors Meeting
  Copenhagen, Denmark

- **September 17-20**
  IDG European Managers Meeting
  Copenhagen, Denmark

- **September 26-27**
  Portable Computing & Communications
  Sheraton Centre Hotel & Towers
  New York, NY

- **October 1-5**
  CD-ROM Expo
  World Trade Center
  Boston, MA

- **October 4-8**
  COMDEX/Europe at SICOB
  Paris-Norde Villepinte Fairgrounds
  Paris, France

- **October 18-20**
  Macworld Expo/Australia
  Darling Harbour
  Sydney, Australia

- **October 23-25**
  Macworld Expo/Canada
  Better Living Center
  Toronto, Canada

- **November 7-9**
  IDG Worldwide Managers Meeting
  LaQuinta
  Palm Springs, CA

- **November 12-16**
  COMDEX/Fall '90
  Las Vegas, NV

- **December 5-8**
  Communication Networks/Korea
  Korea Exhibition Center (KOEX)
  Seoul, South Korea

IDG Runners Team Up In Boston For Corporate Challenge

BOSTON
MANUFACTURERS HANOVER
BOSTON

The fleet-footed IDG team, sporting their official corporate racing attire, hold still long enough for a quick group photo.

On the hot and steamy night of July 26, 25 runners from IDG lined up in Boston to compete with 9,000 other participants from local businesses in the 3.5 mile Manufacturers Hanover Corporate Challenge road race.

The men's team was led by **Jon Rogers** (TISC), who ran the course in a blistering time of 20:20. His team, which included **Bob Callery** (TISC), **Andrew Sambrook** (ITI), **Jay Boviard** (IDG), and **Fred Collins** (ITI), finished in 45th place out of 279 male teams.

The women's team was led by **Susan Frankle** (IDC), who finished with a time of 22:41. Frankle and teammates **Vickie Glow** and **Debbie McKenna** of *Digital NEWS* finished in 35th place out of 216 female teams.

Other IDG employees who took part in this enjoyable event were **John Block** (ITI), **Jim Falanga** (IDG), **Mike Hovagimian** (ITI), **Terry Jones** (IDG), **Brian Klatt** (ITI), **Adel Labib** (ITI), **Kim Myhre** (IDG), **Paul Mastrodomenico** (IDG), **John Robison** (IDG), **Bob Russo** (ITI), **Bob Tasker** (IDC), **Dana Kagno** (IDG), **Moira Gillis** (*CIO*), **Maggie Konner** (IDC), **Theresa LeBlanc** (TISC), **Meghan O'Leary** (*CIO*), **Megan Santosus** (*CIO*) and **Pat Sims** (List Services).

Special thanks to International Data Group president **Walter Boyd** who supported this effort and funded the entry fees and running shirts.

Human Resources News

NEW POSITIONS THIS WEEK   SEPTEMBER 3, 1990

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

SALES ASSOCIATE, *SUNTECH JOURNAL* (IDG/P)
Responsibilities include: travel arrangements, client relations, closing procedures, data base management, prepare proposals and media kits, and prepare insertion orders and contracts. Must possess good organizational skills, good communication skills, both written and verbal, and good client relations. Also, requires typing of 50+ w.p.m., knowledge on an IBM compatible, Q and A, and Lotus 1-2-3.

ADMINISTRATIVE ASSISTANT, *PORTABLE COMPUTING* (IDG/P)
Will order department supplies, track invoices, monitor department vacation time, and provide general administrative support. In addition, will be called to cover the phone during peak hours. Requires superior organizational skills, previous administrative experience, attention to detail, typing and file skills, and a familiarity with personal computers, word processing software, and Lotus 1-2-3.

MARKETING MANAGER, *PORTABLE COMPUTING* (IDG/P)
Will handle all marketing/communications functions for the magazine including: media kit development, production of a quarterly newsletter, editorial calendar updates, direct mail marketing, SRDS maintenance, and public relations. Additionally, will manage all research projects, reader service, advertiser merchandising, special projects, and organize trade show exhibits and hospitality. The position will offer budgetary responsibilities and the opportunity to play a role in planning the future strategy of the magazine. Previous publication marketing experience and a familiarity with desktop publishing techniques is desirable.

CENTRAL REGION SALES MANAGER, *PORTABLE COMPUTING* (IDG/P)
Will prospect new business development in expanded advertising markets, maintain or increase current business, and meet established revenue, page yield, and market share goals. Will require accurate monthly forecasts, compliance to credit policies, sales call documentation using a computerized system, and timely expense reporting. Previous advertising sales experience in a high tech or consumer electronics area with knowledge of the portable computing and communications market is desirable.

CIRCULATION MANAGER, *GAMEPRO* (IDG/P)
Candidate must possess knowledge of budgeting and circulation modeling, experience in renewal development and circulation testing and use of mailing lists. Will promote and expand circulation for a new publication using applications of direct mail, controlled circulation, single copy sales, international sales, and pro options and tie-ins. There will be a focus on major consumer youth titles and several special titles, a youth market background is a major plus.

INVENTORY CONTROLLER (IFW)
Will maintain complete shipping, receiving and inventory system to track all Hardware and Software in our Test Center. Requires a detail oriented individual with two years business experience, a working knowledge of microcomputers, good organizational, written and verbal communication skills, and shipping/inventory control experience.

TEST TECHNICIANS (IFW)
Will install, set-up, test, troubleshoot, and write reports of computer software and hardware for review. Requires proven written/verbal communication skills, and three years experience in IBM PC/AT/80386 hardware environment. LAN experience is a plus. Two positions are available.

TEST DEVELOPMENT SPECIALIST (IFW)
Will develop hardware and software test procedures and documentation for product comparisons and reviews in IBM/PC and Macintosh environments, and communicate with vendors to gain perspective on marketplace and products. Requires 4-5 years technical support and testing experience in IBM/PC and Macintosh environments. Programming and LAN experience is a plus.

ADMINISTRATIVE ASSISTANT/FINANCE DEPARTMENT (IDG)
Will handle coordination of leases, filing, typing, screening and answering of phone, handle all incoming and outgoing communication, copying and a significant amount of faxing and checking and sending E-Mails. Requires a very professional individual with 2-3 years of experience, knowledge of word processing, and experience with spreadsheets. Previous accounting or finance experience, Macintosh computer experience and/or an interest in the field is a plus.

OFFICE CLERK/RECEPTIONIST *P/T* (DNP)
Will relieve receptionist for lunch and perform general office duties including filing, distribution of mail, special projects, and occasional typing.

CIRCULATION COORDINATOR/ANALYST (MAC)
Will report and analyze all levels of circulation activity including both promotion and fulfillment, coordinate the financial reporting and analysis of the department, create and maintain structured analysis, and work closely with all department members to create forums of information and interpretation of circulation activities.

OPERATIONS ASSISTANT (CIO)
Will provide customer service, deal with outside vendors, maintain accounts payable database, and coordinate administration of purchase order and billing systems. Other activities will include participation in direct mail campaigns, BPA audits, word processing and general office/clerical duties. Requires a pleasant telephone manner and the ability to handle a myriad of details. Familiarity with Macintosh is preferred; experience with spreadsheets are helpful.

PRODUCTION MANAGER (CIO)
Will be responsible for the flow and schedule set up of both edit and advertising, create a mockup when the ad and edit totals are known, create a dummy book containing copies of all pages making up the magazine, send reports of final breakdown to the printer, handle quality OKs at both the separators and the printer, and OK all invoices pertaining to the production. Some knowledge of electronic publishing is preferred.

LIST ACQUISITION MANAGER (PCW)
Will identify target lists of companies with prospect lists, initiate telephone and personal sales calls to obtain prospect lists through purchase, prepare monthly order activity forecast, coordinate shipping and receipt of tapes and or labels to merge/purge facility, develop collateral materials to be used in marketing, and analyze lists by campaign on a p&l basis.

Job Opportunities

Revised: September 3, 1990

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IDG	Administrative Asst./Finance Dept	Boston, MA	M. Cornetta	(508)935-4734
IDG	Customer Service/Order Processor	*List Services*, Framingham,MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Natick, MA	S. Perry	(508)935-4407
NWW	Features Editor	*NetworkWorld*, Natick, MA	S. Perry	(508)935-4407
NWW	Copy Editor	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
NWW	West Coast Bureau Chief	*NetworkWorld*, San Francisco, CA	J. Gallant	(508)875-6200
IDC	Program Manager	Framingham, MA	D. Gold	(508)935-4633
IDC	Director of Services Research	Framingham, MA	R. Segal	(508)935-4321
IDC	Program Manager	Framingham, MA	J C. Brigham	(508)935-4231
IDC	Senior Account Executive (2)	Framingham, MA	M. Deutsch	(508)935-4348
IDC	Account Executive	Framingham, MA	S. Auerbach	(714)250-1960
CWPI	Copy Editor	Framingham, MA	D. St. John	(508)879-0700
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Staff Writer	Framingham, MA	P. Bartolik	(508)879-0700
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IDG/P	Editor-in-Chief	*ICP*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Ad Director /Sales Manager	*ICP*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Human Resources Representative	*G& A*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	SW Regional Sales Manager	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Sales Associate	*Suntech Journal*, Dallas, TX	B. Sawdon	(214)701-8167
IDG/P	Marketing Manager	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Administrative Assistant	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Central Reg.Sales Manager	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
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IFW	Test Devlopment Specialist	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Marketing Communications Mgr.	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Data Entry Assistant	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Asst. to the Associate Publisher	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	M. Glasner	(415)978-3178
PCW	Telemarketing Account Manager	*PCWorld*, San Francisco, CA	S. Wade	(415)978-3134
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MAC	Associate Art Director	*MacWorld*, San Francisco, CA	J. Hoffman	(415)978-3326
MAC	Circulation Coordinator/Analyst	*MacWorld*, San Francisco, CA	L. Davidson	(415)978-3127
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CIO	Editorial Assistant	CIO, Framingham, MA	M. Bluementhal	(508)935-4314
CIO	Senior Writer	CIO, Framingham, MA	M. Bluementhal	(508)935-4314
CIO	Operations Assistant	CIO, Framingham, MA	L. Faulkner	(508)935-4591
CIO	Production Manager	CIO, Framingham, MA	J. Levy	(508)935-4661
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WEC	Office Manager	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Assistant Project Manager	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Workstation/PC Analyst	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Dir.Midrange Systems/Server Res.	Framingham, MA	M. Cornetta	(508)935-4734
TISC	V.P. Sales	Framingham, MA	S. Perry	(508)935-4407
ITI	Secretary/Receptionist	Framingham, MA	M. Cornetta	(508)935-4734
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000
CW-HK	Senior Reporter	Wanchai, Hong Kong	L. Janney	fax (852)861-0953

Plans Underway For *CW U.S.S.R.*

After visiting Framingham, Mass.-based *Computerworld* last month, **Grigory Gromov** now knows just what it will take to launch *Computerworld U.S.S.R.*

The recently appointed publisher of *Computerworld U.S.S.R.* brings a variety of skills to his new position. Gromov spent 10 years as an electronics engineer, six years as a programmer-analyst and, since 1979, he has operated his own data processing research and consulting business. In 1981 he added another dimension to his career and became a freelance writer, editor and publisher.

Gromov launched *Microprocessors and Computer Systems*, the first Soviet bimonthly publication in the informatics field, and served as executive editor.

Gromov and his staff left *Microprocessors* early in 1989 and began preparing the launch of Biblioteka Informatika Technology (BIT). Gromov is publisher and editor-in-chief of the magazine, which appeared for the first time this year.

Early in his publishing career, Gromov learned about International Data Group and noticed that two publications, *Computerworld* and *InfoWorld*, were the only ones he'd ever seen that offered the information and material to satisfy his varied professional interests.

Gromov's enthusiasm for *Computerworld* fueled his goal to have such a publication produced in the U.S.S.R.

"I think this kind of publication is necessary because people in the Soviet Union are greatly interested in the computer industry world market and in computer business news, but the information is practically non-existent," he said.

The premiere issue will be launched by December, and the first regular issue will hit the streets in January 1991. Circulation will initially be monthly, turn bi-weekly in July, and, in 1992, Gromov predicts *Computerworld U.S.S.R.* will go weekly.

Computerworld U.S.S.R. will be distributed by direct subscription and on newsstands. Gromov expects that circulation figures will be approximately 50,000 to start, reaching 100,000 in 1992.

Joining Gromov in the effort to launch *Computerworld U.S.S.R.* are 18 staff members from *Microprocessors* and *BIT*.

One of the largest problems Gromov and his staff will encounter is the ever-present shortage of paper. However, together with IDG chairman **Patrick McGovern**, the wheels have been put in motion to overcome this obstacle by establishing a joint venture with a Soviet timber operation.

"From the technical point of view, the most surprising aspect was the way an issue is prepared, first advertising and then the news."
- Grigory Gomov

With the launch of *Computerworld U.S.S.R*, Gromov will also become a member of the IDG News Service, transmitting information on the Soviet computer industry over the news wire. Gromov also hopes to establish correspondents in some 25 cities throughout the Soviet Union and share their stories with both *Computerworld U.S.S.R.* readers and the News Service

Gromov said that the most interesting part of his visit was meeting the IDG leaders and *Computerworld* staff.

"From the technical point of view, the most surprising aspect was the way an issue is prepared, first advertising and then the news," Gromov noted. "This visit to America helped me to reach a better understanding of the basic philosophy of running a business that is as sophisticated, large and global as IDG."

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of September. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINE YEARS
David Brown - TISC

SEVEN YEARS
Nancy Di Palma - TISC
Dottie Mager - IDG

SIX YEARS
Frank Cutitta - IMS
Hollis Brush - PCW Holding Co.

FIVE YEARS
Mary Gibbons - TISC
Julia Babcock - LINK
Marsha Acquafresca - IMS

FOUR YEARS
Gail Acquafresca - ITI
Kimberly Schuberthan - ITI

TWO YEARS
Milton Quiah - LINK
Hilary Kushinsky - IDG
Shannon Linville - Publish
Matt Lake - Publish
Heather Martin - PCW

ONE YEAR
Wendy Israelite - Digital NEWS
Debbie Bernardi - IDG

PC World Names Marino to Staff

PC World recently announced the appointment of **Rich Marino** as associate publisher in charge of the magazines sales and marketing operations.

"I'm extremely pleased that Rich has joined *PC World* and the IDG family," said *PC World* publisher **Patrick Kenealy**. "Rich's considerable talents are in keeping with the large investments we are making in *PC World* for 1991, and his experience will be welcomed by our customers and management team alike."

Marino was most recently the director of sales/national accounts for *PC Magazine*. The publication saw a significant increase in ad sales during his tenure.

Earlier, Marino served for five years as senior vice president of the Consumer Magazine Division of the American Broadcasting Co., where he was responsible for sales and marketing operations for 15 publications. There he initiated measures that made *Los Angeles* the No. 1 city and regional magazine in ad pages nationally, and *San Francisco Focus* as No. 5.

"I'm very pleased to be joining *PC World*, which has evolved into the leading computer publication serving managers who use and buy PC technology to help solve their information needs," Marino said.

PC World now reaches 2.3 million readers and has had a 44% increase in circulation over the past two years.

"I'm looking forward to directing the team that shares this growth with PC market advertisers," Marino added.

Marino's appointment is part of a series of investments and improvements IDG is making in its flagship PC market magazine, including increasing the circulation staff, hiring additional editorial and marketing managers, and implementing a computerized production and layout system.

Move-In Day: The Week After

Moving materials surround Louise Reed, executive assistant. The staff has been logging some miles on the spiral staircase that connects the office's two floors.

Housekeeping chores continue at the new IDG headquarters office in downtown Boston. The staff spent last week settling into the new space, awaiting new furniture and coping with an invasion of cardboard boxes.

Remember to make note of the following vital statistics:

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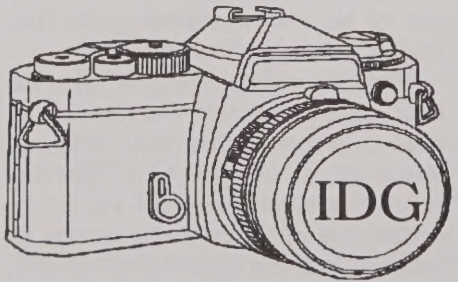
One Exeter Plaza
Boston, MA 02116-2851

Phone: (617) 534-1200
Chairman's/President's fax: (617) 262-2300
Finance/Tax fax: (617) 262-3636
Telex: 95-1153

Photo Contest Reminder



Only a week left! Send in your photos for the 1991 IDG Calendar Contest by September 10.

The twelve best photographers will enjoy a monetary reward and the distinction of hanging around in IDG offices worldwide.

Glossy color or black-and-white prints or 35 mm slides should be sent to Deborah Butler, 41 West Street, 8th Floor, Boston, Mass. 02111.

Noteworthy!

Maureen Molloy joins *Network World* as a staff writer for the Management section. Molloy is a graduate of Clark University and also received a degree in journalism from Boston University. Most recently she was a correspondent for *The Middlesex News* (Mass.) where she wrote local news, business and feature stories.

Lynda Rosenthal joins CIO Publishing as general manager for executive programs. She will be responsible for *CIO*-sponsored conferences, seminars and new business development. Prior to joining IDG, Rosenthal was director of executive programs for Unisys, where she developed customer educational and sports marketing programs to promote corporate identity and image. She received a B.A. in communications from Hunter College in New York and enjoys "corporate culture" and sandy beaches.

Heidi Gowen also joins CIO Publishing as art assistant in charge of department organization, graphics and layout. Gowen comes from Lotus Development where she was a computer graphic artist. Gowen attended the University of Hartford and received a B.F.A in graphic design.

Jodi Donatelli joins *Federal Computer Week* as assistant advertising coordinator. Donatelli was previously responsible for the research, concept and development and package design of direct-mail pieces for Number One International. Donatelli attended Bloomsburg University in Pennsylvania and received a B.A. in advertising and public relations. In her spare time she is an aerobics instructor and enjoys dance, travel and fundraising.

Federal Computer Week also welcomes **Margo McNerney** as editorial services coordinator. McNerney has a B.A. in theatre from the University of Lancaster in England.

Marlene Müller

Marlene Müller joins IDC Germany in the sales department as customer and service support manager. She will also be responsible for MIS and service renewals. Most recently, Müller was with Telenorma as a software installer. She received a degree as a translator from the University of Mainz where she studied English and Spanish. Müller lists sailing and dancing among her interests.

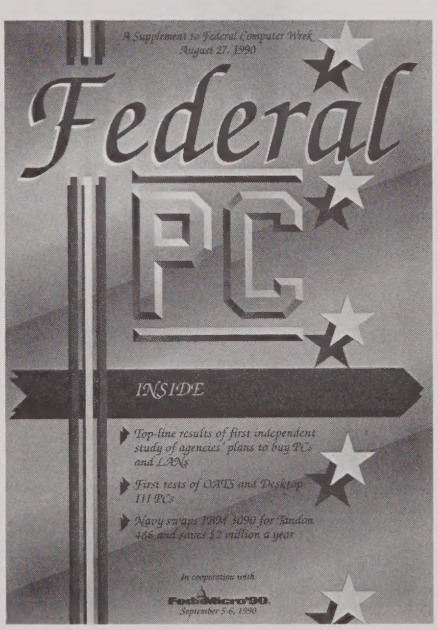
Supplement Packs Two-Way Punch For *FCW*

The August 27 issue was a particularly notable one for *Federal Computer Week.*

One highlight was the Federal PC Supplement, a 54-page pull-out section that was the largest suplement *FCW* has ever produced, which was published in conjunction with the Fed Micro '90 show. Within the supplement itself are the top-line results from the first survey ever done on the PCs and local-area networks that selected federal agencies have in place and plan to buy.

Due to the growing interest in PCs and LANs in government agencies, this year's Fed Micro '90 ranks as one of the largest federal computer shows ever held. The supplement will be distributed to an estimated 30,000 attendees at the two-day show this week.

Along with National Trade Productions, Inc. (NTP), Fed Micro's producer, *FCW* sponsored "The Federal Microcomputer and LAN Market Study" that was conducted by Information Strategies Group (which will incorporate IDC Washington; the name change will be announced later this month).



A Supplement to Federal Computer Week
August 27, 1990

Federal PC

INSIDE

- Top-line results of first independent study of agencies' plans to buy PCs and LANs
- First tests of OATS and Desktop III PCs
- Navy swaps IBM 3090 for Tandon 486 and saves $2 million a year

In cooperation with
FedMicro'90
September 5-6, 1990

NTP and *Federal Computer Week* will co-host a press briefing on September 5 to highlight the survey results, which include currently installed products and the purchasing plans of selected federal agencies.

FCW publisher **Steve Woit** and editor **Edith Holmes** will join Information Strategies Group president **Marina Young and** members of her staff prior to the press briefing at a luncheon co-sponsored by *Federal Computer Week* and Fed Micro. There, industry officials will hear a preview of the survey results.

Do-ers profile

Shuko Goto

- **COMPANY**: IDG Japan
- **POSITION**: International editor
- **AGE**: 31
- **PERSONAL**: Single
- **HOBBIES**: Reading, Tennis, Skiing
- **LAST BOOK READ**: *Six Thousand Hats*
- **FAVORITE COLOR**: Blue
- **FAVORITE FLOWER**: Sweet pea
- **FAVORITE MUSICAL GROUP**: Police
- **FAVORITE FOOD**: Sushi
- **FAVORITE DRINK**: Coffee
- **DREAM TRIP DESTINATION**: London
- **FAVORITE QUOTE**: "Even if you feel thirsty, don't drink the stolen water." - Confucius

IDG *World Update*

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MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
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Rick Clark Named ITI President, Earl CEO

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International Array of IDC Speakers On Board For PC Conference

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The Anniversaries Section Returns By Popular Demand

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IDG World Update

VOLUME 20, NUMBER 37
AUGUST 27, 1990

They're In! IDGHQ Moves To Boston

ONE EXETER PLAZA

After four locations and 26 years in the suburban Boston settings of Newton, Waltham and Framingham, IDG headquarters moved to offices in downtown Boston on August 24.

The One Exeter Plaza location provides many conveniences for both the headquarters team and visiting IDG employees and other guests from around the world. Logan International Airport is just minutes away, and an outstanding assortment of hotels, restaurants and theaters is within walking distance.

Twenty-one employees are now in Boston, representing the chairman's office, the president's office and the finance/tax department.

- SEE PAGE 5

FEDERAL EXPRESS

Headquarters is now located on the top floor of One Exeter Plaza in Boston's historic Copley Square neighborhood. Fortunately, Federal Express hasn't had any trouble tracking them down.

Appointments Made at ITI

(From left): New president Rick Clark with CEO Paul Earl

Two celebrations were in order during the August 20 reception at Installed Technology International. IDG welcomed **Rick Clark** as ITI's new president and recognized **Paul Earl** as chief executive officer. Clark, who reports to Earl, has a strong background in sales and marketing success, most recently with Duns Marketing. Clark's responsibilities at ITI include sales, marketing, customer service and product support activities. Earl's efforts will be concentrated in overall business management, international projects, database and technical development and new ventures.

Clark brings a multitude of qualifications to his new position. In nine years at Duns Marketing he developed a $16 million business with the highest profit contribution of all Duns Marketing groups.

He has developed and managed all aspects of sales, marketing and customer support in order to package and sell existing and modified Duns databases through various new distribution channels.

Earl noted, "Many of the skills Rick has demonstrated in market postioning and packaging are relevant to ITI's current and future needs. His presence at this time enables ITI to aggressively build on our already expanding business base and better position ourselves for continued success."

NWW Circ to Double in '91

Network World announced that it anticipates doubling its circulation by the last week of January 1991.

The decision to expand circulation by 75,000 copies per issue was made after a review of several lists from IDG List Services and other sources revealed that there was a large untapped target audience of computer and communications executives involved in purchasing decisions.

Network World research indicates that the focused editorial nature of the publication was fueling demand for *Network World* among these executives at companies with multivendor locations.

"The goal of this move is to make *Network World*'s award-winning editorial product available to the rapidly growing universe of qualified network managers who want it, and to give our advertisers the highest concentration of network executives at the most lucrative target in the U.S. — multivendor network sites," said publisher **Gary Beach**.

"Over the last six months we've identified a need to go to more sites, and in particular multivendor sites," noted circulation director **Richard Priante**. "We want expand our readership while still maintaining a quality audience."

PC Conference Slated For Berlin

The staff at IDC Deutschland is preparing for the Second International PC Conference in Berlin on September 21. More than 100 marketing managers and managing directors from the user and vendor communities in East and West Germany, Austria, Switzerland, France, the U.K. and Taiwan have already registered.

"Within the next year, there will be lots of changes with the Eastern European markets opening up and new opportunities for Western vendors," said **Stefan Schroth**, managing director for vendor information services at IDC Germany. "We wanted to give the vendors, who will be our primary audience, a chance to get an overview of what's happening with PCs in the '90s."

PC-KONFERENZ
IDC
Berlin
21. September 1990

The conference will cover IDC's view of the PC market in three areas. Speakers for the market analysis segment, which will focus on markets in Western and Eastern Europe and the two Germanys, include **Simon Pearce**, senior director for workstations at IDC European Research Center in London, and **Daniela Maag**, program manager at IDC Deutschland in Kronberg, West Germany.

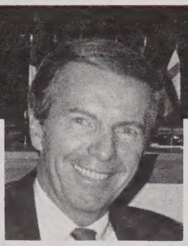
In the technology analysis session, **Edward O'Hara**, managing director of IDC Scandinavia, will examine the future of operating systems; **Aaron Goldberg**, vice president of workstations at IDC Framingham, will look at trends and issues in systems architectures; and **Gisela Wilson**, program manager at IDC Framingham, will compare PCs and workstations.

Managing director of IDC Deutschland **Manfred Frey** will introduce the conference and wrap it up with a look at trends for the 1990s. **Wilfried Kohler-Frost** of IDC Deutschland's Berlin office will serve as conference chairman.

IDG and IDC employees interested in attending the conference should contact Stefan Schroth at (0 6173) 7098-0.

On line

ASK BILL



Q **Can you give a quick rundown on your controller staff around the world — who are they and what are their responsibilities?**

A **Ted Bloom** is corporate controller of IDG and his main responsibility is overseeing the accounting operations of IDG U.S. On the international side, **Ian Thalmessinger** is IDG's international controller. His group is based in London and is responsible for overseeing the accounting and financial controls in the foreign units. Also based in London is **David Hood** who is responsible for the internal audit function outside of the U.S.

Assisting the international controller are two European regional controllers: **Juergen Reischl** is responsible for Northern and Eastern Europe, and **Stephane Lecroix** covers Southern Europe.

Through this network, all of the business units have an on-site financial review, internal audit review, and/or an annual audit conducted by our outside auditing firm at least once during the fiscal year.

Q **Now that we have gone through a couple of cycles, what are your thoughts about advantages and disadvantages of IDG's October-to-September fiscal year as opposed to using a calendar year?**

A The fiscal year, beginning October 1, is probably something we should have adopted several years ago. The main advantage is that all business units are doing their budgets during the summer which is typically our slack quarter. In that they are closer to what is IDG's strongest quarter, the first fiscal quarter, the business unit managers have a better feel for the general business climate in the short-term, all of which has led to better planning over the last two years.

The only disadvantage was during the initial conversion and that related to tax and financial reporting, but overall it has been a significant change for the better.

Q **In general, the global economy seems to be slowing down. What should IDG companies be paying particular close attention to these days?**

A I have long been a proponent of the "earn now, spend later" theory. Too often we have witnessed large expense increases in anticipation of substantial economic growth, only to face a grim future when things didn't turn out the way people expected them to.

Paying very close attention to what is happening with your customer base while maintaining or reducing fixed costs during a period of instability is the best way to insure you'll come through unscathed.

Q **What are the criteria you use to decide to purchase or lease capital expense items?**

A Cash-poor companies, as a way of conserving cash, typically lease everything from carpets to computers. Cash-rich companies will often use leasing as a means of matching lease costs with the life of a contract, or to avoid being saddled with equipment which is obsolete in terms of state-of-the-art technology.

Q **With headquarters' upcoming move, will you be maintaining offices in Boston and Framingham?**

A In that the accounting and tax groups will be staying in Framingham, I will be spending at least one day a week in Framingham. Since most of the banking, legal and audit firms providing services to IDG are located in Boston, I will have the benefit of being within walking distance after we relocate.

Q **Why are salary caps determined at the corporate level and not at the individual business units?**

A The only determination made at the corporate level with respect to salaries is to provide guidelines on the overall percentage increase in total compensation. These guidelines are based on the anticipated inflation rate combined with a merit increase.

No salary caps are determined at the corporate level. It is the responsibility of the human resources people assigned to each of the business units to evaluate their unit's compensation policy (dollar compensation plus benefits) allowing for the geographic area, competition in the marketplace, job title, etc.

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.

Job Opportunities

Revised: August 27, 1990

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PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	M. Glasner	(415)978-3178
PCW	Telemarketing Account Manager	*PCWorld*, San Francisco, CA	S. Wade	(415)978-3134
PUB	Senior Editor	*Publish*, San Francisco, CA	J. Martin	(714)833-3297
PUB	Copy Editor	*Publish*, San Francisco, CA	L. Steere	(714)833-3282
DNP	Programmer (Pos. Avail. 9/1/90)	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Copy Editor	*Digital News*, Boston, MA	D. Grober	(617)482-8470
DNP	SW Regional Manager	*Digital News*, Boston, MA	J. Epstein	(714)545-6397
LINK	Research Analyst-Telecom Ind.	*Link Resources*, NY, NY	W. Miao	(212)627-1500
MAC	Associate Editor-Features	*MacWorld*, San Francisco, CA	S. Stefanac	(415)978-3246
MAC	Associate Art Director	*MacWorld*, San Francisco, CA	J. Hoffman	(415)978-3326
CIO	Copy Editor	CIO, Framingham, MA	L. McCreary	(508)935-4618
CIO	Editorial Assistant	CIO, Framingham, MA	M. Bluementhal	(508)935-4314
CIO	Senior Writer	CIO, Framingham, MA	M. Bluementhal	(508)935-4314
WEC	Conference Administrator	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Office Manager	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Workstation/PC Analyst	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Dir.Midrange Systems/Server Res.	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Secretary/Receptionist	Framingham, MA	M. Cornetta	(508)935-4734
FCW	Editorial Services Coordinator	Falls Church, VA	E. Holmes	(703)876-5109
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000
CW-HK	Senior Reporter	Wanchai, Hong Kong	L. Janney	fax (853)861-0953

Noteworthy !

NEW ADDRESS FOR IDG NIGERIA

Samuel Ochapa
Director
IDG Communications (W. Africa) Ltd.
320 Herbert Macaulay Street
P.O. Box 71729
Victoria Island
Lagos, Nigeria

Macworld brings **Lisa Ladle** on board as midwest account manager in charge of sales, advertising and maintaining accounts. Ladle was previously with Geyer McAllister Publications. She attended the University of Illinois, and received a B.S. in advertising. Ladle enjoys bike riding, rollerblading, old movies and Chicago sports teams, especially the Blackhawks.

Victoria Jones joins the Irvine, Calif. sales office as office administrator. She will assure that the office runs smoothly and efficiently. Jones attended schools in Wales and has traveled extensively. She lists the arts, music and tennis as her interests.

Wendee Hayman joins *SunTech Journal* as sales associate responsible for servicing advertisers, insertion orders, contracts, inventory and management of the database. Prior to joining IDG, Hayman was at Mission Bell Telecommunications as an executive secretary. Hayman attended Saddleback College and received certificates in accounting and business.

DON'T FORGET!

Send in your photos for the IDG Calendar Contest by September 10. Color or black and white glossy prints, or 35mm slides, should be sent to Deborah Butler, 41 West St., 8th Fl., Boston, MA 02111 USA.

HQ Move

- FROM PAGE 1

The view from the headquarters office on the 15th floor. The Massachusetts Institute of Technology in Cambridge is visible on the other side of the Charles River.

Listed below are the new address, fax numbers, telephone numbers, and extensions for the employees who have relocated to headquarters' new space in downtown Boston.

IDG Headquarters
One Exeter Plaza
Boston, MA 02116-2851
Tel: (617) 534-1200

Please note that all headquarters employees can be reached by dialing the above number. To reach an employee directly, dial (617) 534 and the employee's 4-digit extension shown below.

CHAIRMAN'S OFFICE:
Fax: (617) 262-2300

Patrick McGovern	x: 1201
Axel Leblois	x: 1225*
Mary Dolaher	x: 1202
Louise Reed	x: 1203
Kelly Conlin	x: 1204
Ann Baker	x: 1211
Chris Connery	x: 1224
Nicole Kassel	x: 1200

PRESIDENT'S OFFICE:
Fax: (617) 262-2300

Walter Boyd	x: 1206
Marion Kibbee	x: 1207
Donald Young	x: 1205
Debbie Waters	x: 1242
Judy Bonasoro	x: 1210
Bob Merrick	x: 1209*
Jane Creighton	x: 1208*

FINANCE/TAX DEPARTMENT:
Fax: (617) 262-3636

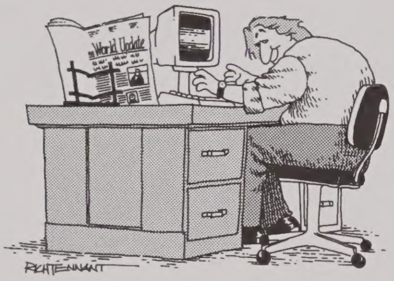
Bill Murphy	x: 1220
Ted Bloom	x: 1213*
Jayne Enos	x: 1214*
Susan Petrie	x: 1221
Peter Lui	x: 1222
George Glenn	x: 1223

The telex number, 95-1153, will remain the same.

* Indicates that the employee will maintain an office in Framingham as well.

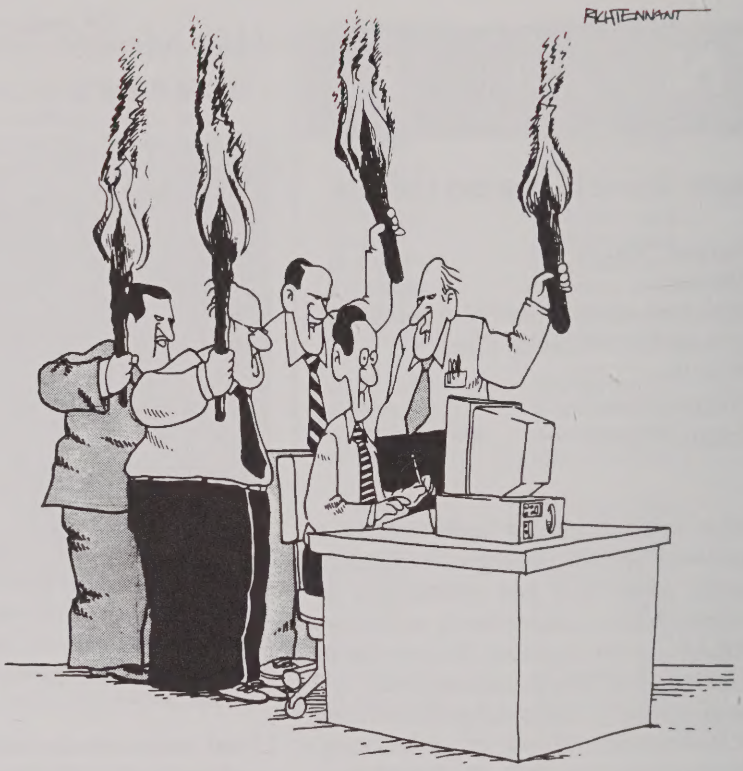
Off line

Win Your Own



Off Line T-Shirt

Yes, we know that the winner of the August 6 cartoon has not been announced yet. In an effort to accommodate widely diverse postal systems around the world and improve participation, deadlines for the caption contest have been lengthened. Stay tuned for the August 6 caption winner announcement on September 10 (submit your ideas before September 5). The deadline for the cartoon at right is September 26, and the winner will be announced in the October 1 issue. Fax your entries to IDG World Update at (617) 423-0712 or e-mail to IDGHQ.D/Butler.



IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. The _Update_ staff welcomes the participation of all employees. Please address all correspondence to: _IDG World Update_, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; Ontyme mailbox: IDGHQ.D/Butler or CWCI.P/Smith.

CW Norge Adopts Daily Newspaper Look; Broadens Target Market

- PAGE 2

Axel Leblois Talks About Effect of the Mideast Crisis on IDG

- PAGE 3

Soviet Publisher Discovers the U.S. (And _Computerworld_)

- PAGE 5

IDG *World Update*

VOLUME 20, NUMBER 36

AUGUST 20, 1990

New Product Targets Federal Issues

Federal Computer Week has launched the first in a series of white papers, produced entirely in-house, on information technology and its use in the U.S. government.

"We were interested in what *Computerworld* was doing with white papers, and we felt that *FCW* had a lot of in-house expertise on many different subjects, especially federally-oriented issues," explained *FCW* editor **Edith Holmes**. "Editorial proposed this project as a way to generate additional revenue as well as an opportunity to address issues that are critical to our readers."

Senior reporter **Leigh Rivenbark** wrote the inaugural briefing, which was included as an insert in the August 20 issue. The white paper focuses on Federal Telecommunications System (FTS) 2000, a federally mandatory, digital communications network that by the next century will support voice, data and video transmissions for many U.S. government agencies.

The entire six pages of advertising within the 16-page magazine-sized paper were sold to AT&T, one of the two primary FTS 2000 vendors.

Future white papers on topics such as satellite technology, imaging and supercomputers will also be sponsored by a single advertiser. Holmes credited **Randi Franco**, *FCW*'s mid-Atlantic sales representative, for making the pitch to capture AT&T's interest.

Holmes said that while the project was editorially driven, staff across the board got involved. Key players included **Doug Stevens**, graphic artist/illustrator, who created the cover design; chief copy editor **Colleen M. Kelly**, who learned QuarkXPress in record time and did the pagination; and circulation coordinator **Van My Do**, who contributed her Quark expertise. Production manager **Susan Miller** coordinated the advertising and printing of the white paper, and Holmes and associate editor **Anne A. Armstrong** served as editors.

The white paper also represents the first time *FCW* has paginated anything entirely on a Mac. Holmes estimated that the in-house process drove down the cost by as much as 50%.

"We're very pleased with the end product," Holmes said. She anticipated that with one product in hand, and with the initial involvement of a big player like AT&T, it will be easier to attract corporate sponsorship of additional white papers.

FCW WHITE PAPER

FTS 2000

With voice cutover complete agencies look ahead to FTS 2000 data services

INSIDE

Everything you always wanted to know about FTS 2000 What's available, who's on what network and who's who

Computerworld Norge Has New Look

Over the summer holidays, *Computerworld Norge*'s editor-in-chief, **Paul Leveraas** and eight members of his staff worked feverishly to entirely redesign their weekly newspaper. They recruited an outside consultant from one of Norway's largest daily newspapers to guide them throughout the redesign process.

Although the new look of *Computerworld Norge* is more creative than what most people normally associate with a newspaper covering the computer trade industry, it maintains the visually familiar typographical effects and the "look and feel" of a daily newspaper.

Leveraas believes that the new face of *Computerworld Norge* will help to attract a new and growing audience for the newspaper composed of people not directly involved full-time in the computer industry.

"The number of people dedicated to exclusively working with computers on a professional level is declining, while the number of people being affected by the technology in everyday life and work is growing rapidly," Leveraas noted.

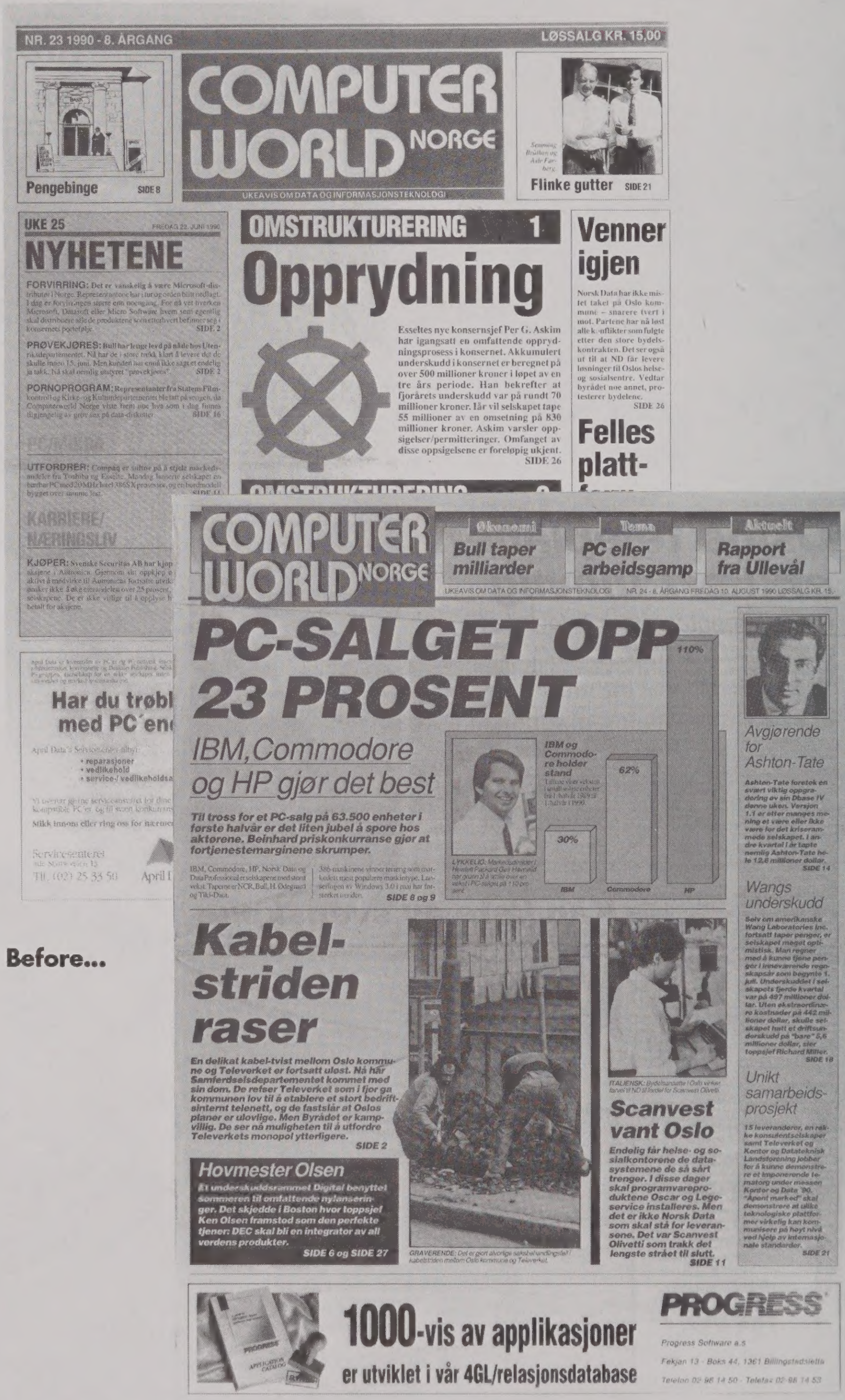
He believes that in-depth stories on technology issues rate lower in importance compared with stories on how the use of computers can affect readers' economic, work and daily lives.

READER-FRIENDLY PUBLICATION

One of the guiding principles behind the redesign was to make the publication as reader-friendly as possible to target those individuals interested in receiving a regular update on what's happening in these specific areas.

Leveraas reports that initial reader response to the revamped *Computerworld Norge* has been overwhelmingly favorable.

Computerworld Norge, established in May 1983, is the oldest of IDG Norway's publications. The others include *PC World Norge*, *Macworld Norge* and *C-World* (for the CAD/CAM/CIM/CAP market).



NR. 23 1990 - 8. ÅRGANG
LØSSALG KR. 15,00

COMPUTER WORLD NORGE
UKEAVIS OM DATA OG INFORMASJONSTEKNOLOGI

Pengebinge SIDE 8

Flinke gutter SIDE 21

UKE 25

FREDAG 22. JUNI 1990

NYHETENE

OMSTRUKTURERING 1

Opprydning

Esseltes nye konsernsjef Per G. Askim har igangsatt en omfattende oppryddningsprosess i konsernet. Akkumulert underskudd i konsernet er beregnet på over 500 millioner kroner i løpet av en tre års periode. Han bekrefter at fjorårets underskudd var på rundt 70 millioner kroner. Iår vil selskapet tape 55 millioner av en omsetning på 830 millioner kroner. Askim varsler oppsigelser/permitteringer. Omfanget av disse oppsigelsene er foreløpig ukjent.
SIDE 26

Venner igjen

Norsk Data har ikke mistet taket på Oslo kommune – snarere tvert i mot. Partene har nå løst alle konflikter som fulgte etter den store bydelskontrakten. Det ser også ut til at ND får levere løsninger til Oslos helse- og sosialsentre. Vedtar byrådet noe annet, protesterer bydelene.
SIDE 26

Felles platt-

Har du trøbl
med PC'en

Before...

COMPUTER WORLD NORGE

Økonomi
Bull taper milliarder

Tema
PC eller arbeidsgamp

Aktuelt
Rapport fra Ullevål

UKEAVIS OM DATA OG INFORMASJONSTEKNOLOGI NR. 24 - 8. ÅRGANG FREDAG 10. AUGUST 1990 LØSSALG KR. 15,-

PC-SALGET OPP 23 PROSENT

IBM, Commodore og HP gjør det best

Til tross for et PC-salg på 63.500 enheter i første halvår er det liten jubel å spore hos aktørene. Beinhard priskonkurranse gjør at fortjenestemarginene skrumper.

SIDE 8 og 9

Avgjørende for Ashton-Tate

Ashton-Tate foretok en svært viktig oppgradering av sin Dbase IV denne uken. Versjon 1.1 er etter manges mening et være eller ikke være for det kriserammede selskapet. I andre kvartal i år tapte nemlig Ashton-Tate hele 12,6 millioner dollar.
SIDE 14

Wangs underskudd

Selv om amerikanske Wang Laboratories Inc. fortsatt taper penger, er selskapet meget optimistisk. Man regner med å kunne tjene penger i inneværende regnskapsår som begynte 1. juli. Underskuddet i selskapets fjerde kvartal var på 497 millioner dollar. Uten ekstraordinære kostnader på 442 millioner dollar, skulle selskapet hatt et driftsunderskudd på "bare" 5,6 millioner dollar, sier toppsjef Richard Miller.
SIDE 18

Kabel-striden raser

En delikat kabel-tvist mellom Oslo kommune og Televerket er fortsatt uløst. Nå har Samferdselsdepartementet kommet med sin dom. De refser Televerket som i fjor ga kommunen lov til å etablere et stort bedriftsinternt telenett, og de fastslår at Oslos planer er ulovlige. Men Byrådet er kampvillig. De ser nå muligheten til å utfordre Televerkets monopol ytterligere.
SIDE 2

Hovmester Olsen

Et underskuddsrammet Digital benyttet sommeren til omfattende nylanseringer. Det skjedde i Boston hvor toppsjef Ken Olsen framstod som den perfekte tjener: DEC skal bli en integrator av all verdens produkter.
SIDE 6 og SIDE 27

Scanvest vant Oslo

Endelig får helse- og sosialkontorene de datasystemene de så sårt trenger. I disse dager skal programvareproduktene Oscar og Legeservice installeres. Men det er ikke Norsk Data som skal stå for leveransene. Det var Scanvest Olivetti som trakk det lengste strået til slutt.
SIDE 11

Unikt samarbeidsprosjekt

15 leverandører, en rekke konsulentselskaper samt Televerket og Kontor og Datateknisk Landsforening jobber for å kunne demonstrere et imponerende tematorg under messen Kontor og Data '90. "Åpent marked" skal demonstrere at ulike teknologiske plattformer virkelig kan kommunisere på høyt nivå ved hjelp av internasjonale standarder.
SIDE 21

PROGRESS
1000-vis av applikasjoner er utviklet i vår 4GL/relasjonsdatabase
Progress Software a.s
Fekjan 13 - Boks 44, 1361 Billingstadsletta
Telefon 02-98 14 50 - Telefax 02-98 14 53

After!

On line

ASK AXEL

Q Is it IDC's aim to expand its international presence into at least as many countries as IDG?

A No it is not. IDC's intent is to open new subsidiaries or agencies only when the local vendors need it. There is no evidence that an IDC activity is sustainable in every country in which IDG operates. Generally, the fixed costs of running a market research company with a minimum set of services are such that you need quite a lot of customers to be profitable. Nevertheless, IDC is committed to gathering any relevant information that the computer industry needs on any of our IDG countries of operation, which we already do through regional studies such as the Pacific Rim studies or the Eastern European studies or the Latin American studies.

Q Will IDC be opening subsidiaries or will it expand with licenses?

A In those countries where the market size can sustain a full-time staff dedicated to IDC market research it makes sense to open a subsidiary. In some other countries you need to be more cautious, and an agency agreement might be more economical both for the local IDC team as well for our company. For example, it does make sense today to open a fully-owned branch in Moscow, which we did in July. But in the case of Poland, both we and our local team agreed that an agency agreement would make more sense at this stage of the development of the Polish market. We will soon announce the signature of such an agency agreement for Poland.

Q How do recent events in the Mideast and their impact on the global economy affect IDG's long-range plans?

A We definitely are in a very uncertain world as far as the emergence of new local conflicts are concerned. The problem with the Middle East is that it does affect the world economy with the impact of the oil prices. As of now, it looks like the members of OPEC can and will extend the production to make up for the production falloff of Iraq and Kuwait. So there should not be sharp price increases in the short-term, which would have a very definite impact on oil importing countries inflationwise. However, I think we should always keep in mind the possibility of having higher inflation rates than forecasted, which would definitely impact our operations if not anticipated. That is why it is crucial we be very careful as an organization to adjust our prices accordingly so that our basic economics remain sound.

It is also obviously important if the Iraq conflict degenerates into a real war that we take into account the general anxiety that would necessarily appear around the world with more conservative spending patterns among our customers. However, I remain fairly confident that the current diversification of IDG and the importance of information technology in general will play in our favor. Information technology investments are most likely going to be the last thing people are going to want to reduce, especially if energy costs go up. Indeed, companies and organizations around the world, if confronted with a higher cost of energy, will have to look for further productivity gains, which cannot be found without the use of information technology.

Q How does a potential customer in a country currently without an IDC office obtain market research information? Does IDC have a way of reaching out to those individuals?

A In most parts of the world we have offices covering neighboring countries, which very often helps us respond to our customer needs. This would be the case for example of a customer interested in buying information on Portugal or Romania.

Some of our European offices would be able to respond since we do know people in those countries that can effectively gather data for us and our customers. Most often such requests would come from large international companies, not from small local vendors.

Q With corporate headquarters soon-to-be in downtown Boston and IDC in Framingham, where will you be located? Will it be a challenge to do both jobs efficiently with the staffs in different locations?

A A lot of my responsibilities at IDG require my presence in many parts of the world, and my IDG office is really more like a coordination point for the Executive Committee. My colleagues on the Executive Committee and myself are not that often at our desks! We spend most of our time on the road visiting customers, operations and spending a lot of time sitting on boards of directors at various IDG company sites, such as my recent trip to San Francisco for board meetings at our West Coast operations. I will have offices both in Framingham and Boston. As for as my commute, I don't see any problems, since the commute time between Framingham and the Boston headquarters is 20 minutes.

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.

48,000 Attendees Flock to Boston for MAC Expo

Showers and muggy weather couldn't stop the 48,000 Mac enthusiasts who journeyed to Boston to attend MACWORLD Expo August 8-11.

Sponsored by *Macworld* magazine and managed by Mitch Hall Associates, this year's show featured 420 exhibitors, 1200 booths, nearly 350 speakers and 140 new product introductions.

Omitted from this year's expo was industry day, when traditionally first day admission is by invitation only, thereby leaving this year's show open to the public for all four days. Exhibitors were especially pleased as most found their stock of brochures and items for sale depleted by the show's end.

Jim Martin, president and publisher of *Macworld* magazine kicked off the expo by introducing *P.C. Letter* editor **Stuart Alsop**. Alsop moderated a panel discussion with some of the biggest names in the Macintosh industry.

In the hour-long panel discussion, the experts shared their opinions on what route they would most like to see Apple take in the near future. In a humorous reference to Apple's attempts to downscale the size of their portable computers, Gordon Eubanks, CEO at Symantec Corp., said, "I saw a man on the plane yesterday with a portable Apple computer. I guess he can afford to pay for three rows."

After the panel discussion, Apple chairman and CEO John Sculley delivered a keynote presentation and introduced the audience to a host of new Macintosh products.

Attendees had the option to choose from nine different conference tracks, which offered information on all aspects of Macintosh platforms, including multimedia, market developments, tips and strategies.

Also back by popular demand was the MACWORLD Expo User Group Extravaganza, a forum providing an opportunity for devoted Mac users to ask the experts hard-hitting questions.

PLAY MACWORLD MAGAZINE'S EXTRAVAGANZA GIVEAWAY AND YOU COULD WIN A FREE TRIP TO ANY 1991 MACWORLD EXPO!
HERE'S HOW TO PLAY
IDG C

Terri Edelman, assistant to Macworld president Jim Martin, explains the Macworld extravaganza passport promotion to a visitor. Attendees who returned special passports stamped by at least 30 of 55 participating vendors were eligible for the grand prize drawing of a free trip to any 1991 MACWORLD Expo, valued at up to $5,000.

ORLD
XPO
oration
MACWORL
Expo International
Marketing Center
MegaMac
A Better Way To Be Your Best

Deborah Paul, marketing services administrator for World Expo Corp., describes some of the upcoming shows to a Macworld attendee. The posters behind her depict the new "A World of its Own" theme for the expansion of MACWORLD Expos. First-time shows in Berlin, Stockholm and Tokyo are among the many MACWORLDS scheduled for 1991.

Human Resources News

NEW POSITIONS THIS WEEK August 20, 1990

[illegible] *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions [illegible] are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

HUMAN RESOURCES REPRESENTATIVE (IDG/P)

Will be responsible for recruitment and orientation of new employees, benefits and salary administration, employee record keeping, database management, educational and training programs, employee relations functions, employee activities, as well as administration of all confidential materials. Will also assist Human Resources Director with budget management and community relations. Requires a service-oriented, self motivated, organized individual with strong interpersonal skills. 2-3 years experience in Personnel or the Human Resource field is preferred.

SOUTHWESTERN REGIONAL SALES MANAGER, *PORTABLE COMPUTING* (IDG/P)

Will sell advertising space in southern California/ southwestern US territory. Specifically, will prospect new business developments in expanded advertising markets, maintain (or increase) current business, meet established revenue, page yield, and market share goals. This position will require accurate monthly forecasts, compliance to credit policies, sales call documentation, and timely expense reporting. Previous advertising sales experience in a high tech or consumer electronics area with knowledge of the portable office computing market is desirable. Fifty-percent travel within territory is required.

SOUTHWEST REGIONAL MANAGER (DNP)

Will be responsible for sales of display advertising space, postcards, and mailing lists in the Southwest Region, which includes Southern California, Las Vegas, Arizona, New Mexico, Texas, and Oklahoma. Working with the junior territory sales person, will maintain and grow Digital NEWS #1 marketshare in this territory, the largest revenue territory. Requires 3-5 years experience selling computer advertising space, a strong computer service orientation and transportation. Some understanding of the DEC, workstation or related midrange computer market is a plus.

COPY EDITOR (DNP)

Will edit on screen and proofread all editorial pages for grammar, consistency and style, write headlines and cutlines, and lay out and produce pages. Requires a bachelors degree in English/Journalism, at least one year copy editing experience, and the ability to handle many tasks at one time. Some technical background and/or knowledge of computers is desirable.

COPY EDITOR (PUB)

Will copy editorial manuscripts for spelling, grammatical, and syntactical accuracy, house style, tone, logic, and consistency, make all copy editing corrections on disk; format galleys to conform to spec, proofread galleys, layouts, page proofs, including doing on-screen line-fitting and editorial changes on pages in Pagemaker 4.0, line edit, coordinate art and production elements, attend art/editorial meetings, consult with editors and authors, and write subtitles, captions, and miscellaneous copy as needed. Requires 2-3 years experience copy editing and proofreading or equivalent, experience in copy editing for a monthly publication, good knowledge of the Chicago Manual of Style, and the ability to work well under pressure and adhere to deadlines.

[illegible]RKSTATION/P.C. ANALYST (TISC)

Will generate residual value forecasts for major PC, Workstation and Terminal vendors, monitor closely the secondary as well as the primary market, contribute to the writing of the IBM Residual Value Report, which is published three times a year, produce timely residual value updates and/or bulletins, and client support. Requires a team member with 3-5 years related experience, a college education, a solid understanding of the major PC, Workstation, and Terminal market vendors and their product strategies, general technical knowledge, strong analytical, writing and communication skills.

SECRETARY/RECEPTIONIST (ITI)

Will provide phone coverage of main switchboard, support of sales and administration departments, and direct contact with visiting clients and employees. Requires a detail oriented person with good communication skills and strong word processing skills of at least 45 WPM. Spreadsheet experience is a plus.

ADMINISTRATIVE ASSISTANT P/T, *RESEARCH SERVICES* (IDG)

Will code surveys and perform data entry of coded information. Some clerical duties including copying, collating, and general support of the group. Requires a minimum of 20 hours a week.

EDITORIAL SERVICES COORDINATOR (FCW)

Will provide administrative support for the Editorial/Art department. Specifically, will answer, screen, and direct incoming calls and questions regarding the newspaper's content or refer to the appropriate editor/reporter; sort, screen and direct mail; maintain book and magazine library; handle reprints; coordinate staff photographer's efforts and research photographers and other art for use by various editorial departments. Must demonstrate good facility with the English language, strong organizational skills, and an eye for detail.

EDITORIAL ASSISTANT (CIO)

Will work with editors and writers to research sources, gather chart materials, do fact checking and respond to general inquiries. Clerical work involved. Requires a detail oriented person with at least one year experience in an editorial or administrative assistant capacity, good word processing skills, a professional telephone manner, and the ability to work in a team environment.

SENIOR WRITER (CIO)

Will research and write major features, prepare some shorter spot items, brainstorm ideas for articles with editorial team, and represent CIO at conferences and other events. Requires good research skills and 3-4 years experience as a journalist on a publication. Journalism with both high technology and business reporting background is preferred.

DIRECTOR, MIDRANGE SYSTEMS AND SERVER RESEARCH (TISC)

Will focus on technology trends, vendor strategies, product scenarios and user implementation trends. Vendor coverage includes mini and "server" suppliers [illegible] as : IBM, DEC, HP, Tandem, Stratus, 3Com and Banyan. Product breadth includes proprietary and RISC/Unix systems. Specifically, will produce written [illegible]verables on a regular basis for TISC continuous services, advise user (and lessor) clients on-site and via telephone, speak at industry conferences, and maintain strong visibility in the trade and business press. Requires 5-10 years of industry experience and offer the knowledge and consulting skill set above.

Job Opportunities Revised: August 20, 1990

Division	Title	Publication / Location	Contact / Manager	Phone
IDG	Computer Systems Operator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Dir. of Corporate Communications	Framingham, MA	W. Boyd	(508)875-5000
IDG	Pers. Comp. Industry Analyst	Research Services, Framingham,MA	P. Fitzpatrick	(508)875-5000
IDG	Administrative Assistant P/T	Research Services, Framingham,MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Natick, MA	S. Perry	(508)935-4407
NWW	Features Editor	*NetworkWorld*, Natick, MA	S. Perry	(508)935-4407
IDC	Director of Direct Marketing	Framingham, MA	J. Willcox	(508)935-4325
IDC	Program Manager	Framingham, MA	D. Gold	(508)935-4633
IDC	Director of Services Research	Framingham, MA	R. Segal	(508)935-4321
IDC	Library Manager	Framingham, MA	S. Bitterli	(508)935-4416
IDC	Program Manager	Framingham, MA	J C. Brigham	(508)935-4231
CWPI	Copy Editor	Framingham, MA	D. St. John	(508)879-0700
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	District Manager	Atlanta, GA	B. Hockswender	(508)879-0700
CWPI	Staff Writer	Framingham, MA	P. Bartolik	(508)879-0700
IDG/P	Receptionist	*GamePro*, Redwood City, CA	L. Kavish	(415)363-5200
IDG/P	Editor-in-Chief	*ICP*, Peterborough, NH	G . Lodge	(603)924-9471
IDG/P	Ad Director /Sales Manager	*ICP*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Art Director	*ICP*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Human Resources Representative	*G & A*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	SW Regional Sales Manager	*Port. Comp.*, Peterborough, NH	G. Lodge	(603)924-9471
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Associate Book Editor (2)	*IDG Books*, San Mateo, CA	M. McCarthy	(415)358-1250
PCW	Marketing Communications Mgr.	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PUB	Senior Editor	*Publish*, San Francisco, CA	J. Martin	(714)833-3297
PUB	Supplement Manager	*Publish*, San Francisco, CA	E. Chittenden	(714)833-3306
PUB	Copy Editor	*Publish*, San Francisco, CA	L. Steere	(714)833-3282
DNP	Programmer (Pos. Avail. 9/1/90)	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Copy Editor	*Digital News*, Boston, MA	D. Grober	(617)482-8470
DNP	SW Regional Manager	*Digital News*, Boston, MA	J. Epstein	(714)545-6397
LINK	Research Analyst-Telecom Ind.	*Link Resources*, NY, NY	W. Miao	(212)627-1500
MAC	Senior Editor-Features	*MacWorld*, San Francisco, CA	A. Mello	(415)978-3246
MAC	Associate Art Director	*MacWorld*, San Francisco, CA	J. Hoffman	(415)978-3326
CIO	Copy Editor	CIO, Framingham, MA	L. McCreary	(508)935-4618
CIO	Editorial Assistant	CIO, Framingham, MA	M. Bluementhal	(508)935-4314
CIO	Senior Writer	CIO, Framingham, MA	M. Bluementhal	(508)935-4314
WEC	Conference Administrator	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Office Manager	Framingham, MA	M. Cornetta	(508)935-4734
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000
TISC	Workstation/PC Analyst	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Dir.Midrange Systems/Server Res.	Framingham, MA	M. Cornetta	(508)935-4734
ITI	Secretary/Receptionist	Framingham, MA	M. Cornetta	(508)935-4734
FCW	Editorial Services Coordinator	Falls Church, VA	E. Holmes	(703)876-5109

For more detailed information on these job openings, please contact the Human Resource Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/FSC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Bitterli	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge	
	(603) 924-9471	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Soviet Publisher Observes *CW*

CW publishing president Fritz Landmann shakes hands with his counterpart from the Soviet Union, Grigori Gromov, as *Computerworld* editor Bill Laberis looks on. Gromov learned in advance that Landmann is a military enthusiast and brought him army-issued hats, gloves, a shirt and a vast collection of pins and insignia from various Soviet military units.

IDG business units in Framingham and Boston had a recent visit from Soviet colleague **Grigori Gromov**, who will be launching *Computerworld USSR*. Gromov traveled from Moscow for a week of observation and training in the IDG style of western publishing.

During his stay, Gromov spent time with staff from the IDG News Service, IDG Research and International Marketing Services as well as with all departments of *Computerworld*.

CW Publishing president and publisher **Fritz Landmann** rolled out the red carpet for his Soviet counterpart, making all of his department heads available to work with Gromov.

During his time at *Computerworld*, Gromov did everything from following editor **Bill Laberis** through the entire editorial process to making calls on clients with the sales staff. Working with the IDG News Service, *Computerworld USSR* will make extensive use of *Computerworld* U.S. copy.

For Gromov, who was making his first trip to the U.S., it was an eye-opening experience. Various IDG staff members entertained Gromov by taking him boating, to the beach and to their homes. At a farewell dinner, chairman **Pat McGovern** presented Gromov with a *Computerworld* baseball bat so he can go into the project swinging.

Gromov made this comment on his experience in America: "I feel like I am in a movie. I keep waiting for the lights in the theater to come back on and this illusion to disappear."

Noteworthy!

Nathalie Valette, formerly a contributing designer for *Publish*, has been appointed senior design associate for the magazine. She will be responsible for design, layout and production. Valette has a B.A. from Stanford University.

Jonathan Portch joins the IDC European Research Center as senior analyst for Unix and multi-user service. Prior to joining ERC, Portch was a senior market analyst for Bull in charge of strategic marketing research. He received a B.A. degree with honors in politics, economics and history from London University. Portch enjoys cricket, squash and photography.

Mark Buffett joins IDC UK as marketing executive responsible for marketing and sales. Buffett comes from Drake Computer Training where he was an advertising executive in the marketing department. He attended St. Mary's University in Halifax, Nova Scotia where he double-majored in marketing and management. Buffett enjoys traveling, reading and squash.

Aileen McCardle also joins IDC UK as a market/research analyst. She will focus primarily on the UK PC market. McCardle previously worked at Newcastle City Council as a researcher responsible for the arts and leisure markets as well as local government research. McCardle received a B.A. in public administration and a diploma from the Chartered Institute of Marketing. She enjoys racquetball, tennis, cycling and travel.

Yukiko Yoshida joins IDG Japan as secretary to **Jim Povec**. Before joining IDG, she worked at Coulter Electronics Japan, Inc. as secretary to the president. Yoshida graduated from Konan University with a major in English and American literature. She enjoys driving a car, traveling, swimming and going to the movies.

Did you know ?

1. Which IDG business unit used diapers, safety pins, and a white-uniformed staff equipped with stethescopes to announce the "birth" of one of its new publications?

2. What were the call letters of the radio station IDG was affiliated with during the 1980s?

3. What former Wayne Green publication had a name similar to a winter beverage?

4. In what year did IDG first appear in *Advertising Age*'s list of the "100 Leading Media Companies?"

5. Which U.S. professional football player appeared on the cover of *PC World*?

6. When did *Computerworld* publish its 1000th issue?

7. Which IDG publication began as a magazine and changed to a newspaper format in 1985?

8. Which IDG publication had its own radio talk show?

ANSWERS

1. CW Australia, in 1983, for *Australia Micro*

2. WNEB-AM

3. *Hot CoCo* (for Tandy/Radio Shack color computer users)

4. 1984 (based on 1983 revenues of US$85 million) in 97th place.

5. Joe Montana, November 1985

6. November 3, 1986

7. *InfoWorld*

8. *Computerworld*, which aired a show by the same name in the Boston area in 1985.

IDG *World Update*

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David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

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- PAGE 3

Employees Carry Fundraising Efforts To New Heights
- PAGE 4

IDG World Update
VOLUME 20, NUMBER 34
AUGUST 13, 1990

InfoWorld Unveils Seal of Approval

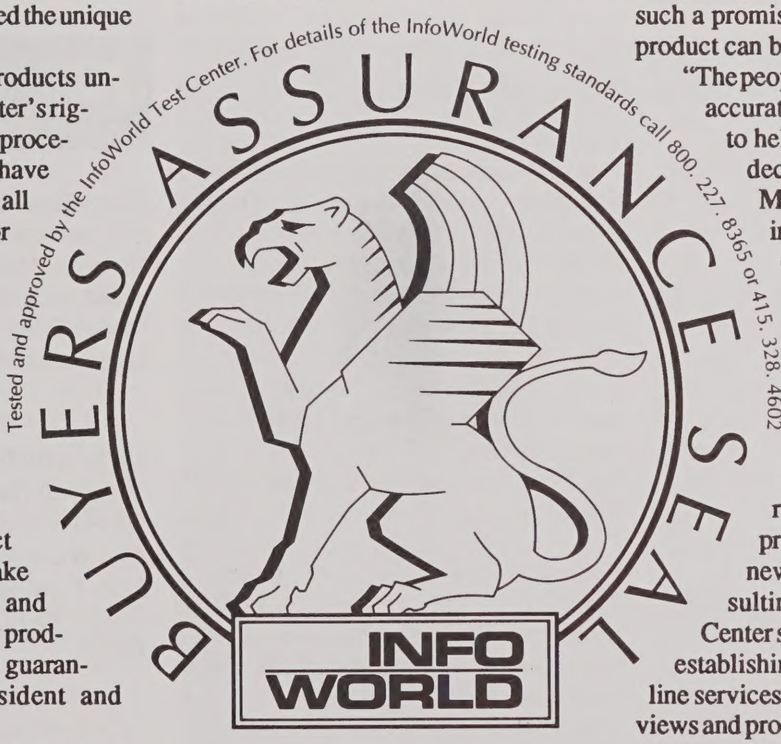
Building on its commitment to inform customers about product quality and to help eliminate the risk in buying PC hardware and software, *InfoWorld* has created the unique Buyers Assurance Seal.

Now, not only will new products undergo the InfoWorld Test Center's rigorous testing and evaluation procedures, but those products that have at least a satisfactory rating in all categories will be eligible for the distinctive Buyers Assurance Seal.

While some publications, including *InfoWorld*, offer annual product awards, until now none has ever produced a "seal of approval" backed by specific requirements.

"This seal was not designed to meet the needs of product vendors. It was created to make sure buyers are protected and manufacturers deliver quality products backed with service and guarantees," said *InfoWorld* president and publisher **Jonathan Sacks**.

InfoWorld will award its Buyers Assurance Seal at two different qualification levels. The first commendation will identify products that meet or surpass minimum performance requirements for a given category. The second, more exclusive level of "recommended" will be available only to those PC products that greatly exceed the InfoWorld Test Center's criteria for quality, performance and value. All 1,000 products that are tested every year for *InfoWorld* reviews will be eligible for the seal.


Tested and approved by the InfoWorld Test Center. For details of the InfoWorld testing standards call 800.227.8365 or 415.328.4602
BUYERS ASSURANCE SEAL
INFO WORLD

However, a satisfactory score by itself is not enough to be awarded a seal. Vendors must also sign a commitment to refund the purchase price or replace products within 60 days of purchase if a customer is not completely satisfied. *InfoWorld* requires such a promise — in writing — before a product can be considered for an award.

"The people who buy computers need accurate and objective information to help them make smart buying decisions," said **Michael J. Miller**, *InfoWorld*'s editor-in-chief, who believes that the 60-day replace/refund guarantee will give customers a purchasing "safety net."

The Buyers Assurance Seal will be the hallmark of *InfoWorld*'s new Buyers Advisory Network, a program to provide corporate PC buyers with expert product and testing advice. The new service includes teleconsulting with InfoWorld's Test Center specialists, on-site advice for establishing testing programs and on-line services for accessing *InfoWorld* reviews and product comparisons. A Buyers Advisory Board will also be part of the program.

For more information on these programs and the Assurance Seal, contact **Erica Baccus**, director of marketing, at (415) 328-4602.

inCider/A+ Adds Apple Guide Subscribers File

IDG Communications/Peterborough, Inc. announced on July 30 that it has acquired *The Apple IIGS Buyer's Guide* subscriber file from Redgate Communications Corporation of Vero Beach, Fla. IDG Peterborough has also entered into a strategic alliance with Redgate to develop and pursue other publishing opportunities.

Paul Boule, vice president and publisher of *inCider/A+*, believes that adding the *Buyer's Guide* circulation will enable *inCider/A+* to strengthen its position and continue as the largest publication in the market. "Our advertisers will appreciate the additional readers who represent the top end of the Apple II line — the Apple IIGS," Boule said.

inCider
A+
THE APPLE II MAGAZINE
Simulation Software
New Adventures in Learning
Special-Needs Products: Apple IIs Meet The Challenge
Apple IIs and Videodiscs: Suddenly Hip?
Reviews:

The *inCider* deal is the first venture in a new alliance with Redgate

inCider/A+ editor-in-chief **Dan Muse** also welcomed "this loyal group of Apple IIGS users" to the IDGC/P fold. "Our goal continues to be to address the needs of both 8-bit and 16-bit Apple II users," he said.

"Naturally, the IIGS has become increasingly important to our readers since its release in 1986," Muse added. "We're confident that the readers of *The Buyer's Guide* will benefit from our monthly coverage of the Apple II market.".

According to **Roger Murphy**, president of IDGC/P, "Entering into this agreement with Redgate will allow both companies to combine their expertise and create a variety of new and exciting publishing properties."

Dealing with the MDEF Virus

Profile and Symptoms: MDEF, also called the Garfield virus, infects applications and the System file. It does not infect document files. It only spreads on some Macs—the 512KE, Plus, SE, SE/30, II, IIx, IIcx, IIci and IIfx. For some reason, MDEF causes the 128K and 512K Macs to crash. As with all of the other known Macintosh viruses, MDEF does not intentionally attempt to do any damage, but it is harmful anyway.

If your Mac is infected by MDEF, you will probably know because menus will stop working correctly. This is MDEF's major symptom. GateKeeper is totally effective against MDEF. It blocks all attempts by MDEF to infect the Mac System file (how MDEF spreads), even though menus in an infected application won't work. Vaccine, meanwhile, has bad reactions to MDEF; it can only block part of the MDEF attempt to infect the System File. MDEF thus damages the System file. As a result, on Vaccine-protected Macs, menus continue to work properly only in infected applications, and not properly in the Finder or uninfected applications.

Remedy: Use Disinfectant (free), Rival (Microseeds), S.A.M. (Symantec), Virex (Microcom), or Virus Detective (shareware) to get rid of the MDEF virus.

This is the third in an occasional series of articles on computer viruses.

Noteworthy!

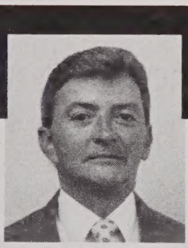
Klaus Krabbe Hermansen has joined CW Denmark as a journalist responsible for covering the Eastern community and public sectors. Hermansen attended the Danish School of Journalism and enjoys squash and road racing in his spare time.

NEW ADDRESS FOR IDG KOREA:
Young-sil Gimm
5th Fl. Pungchun Bldg.
45-1 Wonhyo-Ro
1 Ga Yong San-Gu
Seoul 140-111
Korea

DATE CHANGE:
Macworld Expo/Australia has been rescheduled to Oct. 18-20 from Oct 4-6. For information, contact Alan Tayt at CW Australia.

On line

ASK WALTER



Q What advice would you give an IDG employee who would like to become a publisher?

A If someone within IDG feels that he or she has the ability to become a publisher they should make a real commitment to attend every training session offered within their division and by corporate HR. Becoming a publisher entails knowing every aspect of magazine/newspaper publishing techniques and developing those skills necessary to be able to handle the complete profit and loss responsibilities involved. They should also attempt to get as much experience as possible within each of the publishing disciplines (editorial, production, circulation fulfillment and development, sales and marketing, administration, finance, etc.). This can be accomplished by transferring into these various departments as job opportunities become available. They should also talk with their division president and their HR person to make their career goals known. Often it is possible for an employee to take on extra work in another department just to form a knowledge base. They should also apply to their manager to try and get a seat at the annual Publishing Institute after they have gained some experience.

The key is a keen sense of devotion and the willingness to work extremely hard and to be continually asking questions and seeking out help in the form of finding a mentor(s) in the various departments of the publication.

Becoming a successful publisher requires time, patience, tenacity, guts and the ability to "take the heat." It requires being a team leader which entails great sensitivity and an ability to truly listen to both employees and clients before making decisions and then being able to live with those decisions. I don't care what publication we're talking about things are not always rosy.

On the other hand I cannot think of a career opportunity that offers more excitement and satisfaction — especially in a highly decentralized corporate structure such as ours where publishers truly run their own operations and make it or break it based on their own results and those of their team.

Q How does one get to attend the IDG Publishing Institute?

A An employee is nominated to attend the annual Publishing Institute by either their mentor, their HR director or division president. These nominations are based on an employee's outstanding track record and the nominator's view that this person has the potential to become a future star of IDG. Everyone who attends these programs will not necessarily become a publisher or a president of a group, but rather they are being honored as outstanding employees who are making much above average contributions to the company regardless of their particular job, be it editorial, production, sales, marketing, etc. Attendees are typically people who have demonstrated an ability to go beyond the day-to-day requirements of their jobs and are always there to say "let me try that."

Q Are Product Line meetings taking the place of the worldwide meetings by job function?

A Yes. After many discussions with our worldwide presidents/publishers it was determined that the best way for us to concentrate on our four core product lines (MIS/DP, PC Buyer, Networks/Communications, and *Macworld*-type publications) and to best use the limited time available was to do away with specific functional meetings (editorial, production, sales, etc.). Within each of the Product Line Meetings (to be held in every geographic area of the world during FY '91) we will be covering all aspects of the four core products such as editorial, markets, advertising sales, marketing, circulation, promotion, production, etc. Each of the 1-, 2 - or 3-day sessions will be composed of highly concentrated, hard-hitting presentations and workshops based on common worldwide trends, activities and opportunities. Each of the sessions will be headed up by an expert (almost all internal) and will focus on the overall picture. We hope that these meetings represent a real microcosm of the very heart and soul of our developing global networks.

Each president will send as many people as he or she feels necessary to the various programs. These programs should be very helpful in developing products in new markets and in bringing together existing products around the world into a common arena of understanding and cooperation.

Q In your last column, you mentioned that *Distributique Europe* is IDG's only regional publication. In comparison, how would you categorize a publication such as *Computerworld Southeast Asia*?

A *Computerworld Southeast Asia* is quite different from *Distributique Europe* in that CWA publishes, in effect, three separate editions for a widespread geographic area — Hong Kong, Singapore and Malaysia. I could envision each of these becoming completely separate entities as the individual markets grow and become more independent. *Distributique Europe* has a different charter -- to publish a "pan European" publication that covers information and news about common problems being faced by a "united Europe."

Want to know what's going on at the top? Just ask! IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy will take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.

Employees Take Big Leaps, Big Steps for Worthy Causes

A group of IDC UK employees led by marketing executive **Mark Buffett** plan to make a parachute jump for charity.

Buffett, **Aileen McCardie, Lillian Shapiro, Lisa Thomas** and **Hilary Utley** are raising funds for MENCAP, a charity that provides homes, holidays, training and employment for mentally handicapped children and adults. They hope to raise at least £600 in the September 2 jump.

The group is appealing for sponsorship from IDC country offices. "We wanted to raise a large sum of money and thought a parachute jump was a novel and exciting way to do this," McCardie said. "We know how generous IDC employees have been in the past and hope that they will help us reach our target of £600 for MENCAP."

Anyone who wants to make a donation should contact the IDC UK office at 44-81-995-8082.

THE CLIMB AGAINST CANCER

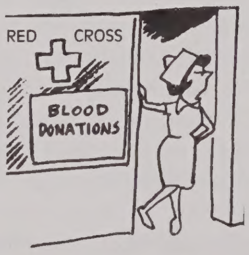
On September 22-23, IDC Framingham employees **Neil Osipuk, Doug Gold,** and **Debra Goldfarb** and TISC's **George Newman** will join an expedition team and ascend New Hampshire's Mt. Washington in The Climb Against Cancer (CAC), a volunteer fundraising effort to benefit the Dana-Farber Cancer Institute in Boston. Following the hike, Osipuk will join yet another expedition team later in September and travel to Africa to climb Mt. Kilimanjaro.

The Climb is a non-profit, charitable organization that sponsors a series of mountaineering and hiking events in a partnership to defeat cancer through prevention and early detection.

While this event is limited by the U.S. Forest Service to just 100 hikers, its annual goal is an impressive $50,000.

Each year, the central event of CAC is an expedition to one of the highest peaks on the seven continents of the world. The expeditions began in May 1988 with the Mt. McKinley climb in Alaska and will conclude with Mt. Everest in 1994. The goal over the next six years is to raise more than $1 million through private contributions and grants.

In addition, the CAC committee, working with the Appalachian Mountain Club, organizes an annual day hike in the New England area. The hikes are designed for those who want to make a monetary contribution and a personal physical statement about the fight against cancer. These hikes are designed to be strenuous, but hikers in good physical condition need not have previous climbing experience. Hikers secure pledges and proceeds go to the Dana Farber Cancer Institute's Early Detection and Prevention Programs. For further information, please contact Neil Osipuk at (508) 935-4784.



Framingham-area employees joined Dun & Bradstreet Software on July 20 in a collaborative effort to donate blood to the American Red Cross.

Human Resources director **Martha Stephens** posted flyers promoting the blood drive, and 20 IDG employees traveled to the donation center at D&B's nearby office.

Summer is the season when blood is most needed, and the Red Cross estimated that the 67 pints of blood collected will benefit 200 patients.

Recycling Effort Yields Returns

Earth Day lives! IDC copy center operator Marianne DeLuca and IDG corporate credit manager Jay Boviard and credit analyst Amy Fellows report that the paper recycling program they launched earlier this year in Framingham has been a tremendous success.

Not only has the program helped the environment, but the US$900 received to date from the collection company, which pays IDG for the paper on a per-pound basis, has gone to a worthy cause. The money has been donated to the Association for Retarded Citizens/South Middlesex (SMARC), a Framingham-based charity that offers vocational training, recreational activities, and support services to local retarded citizens and their families. All future profits from this effort will also be donated to SMARC or a similar local charity.

Fellows said the recycling organizers would like to thank all participating employees, and they welcome the addition of IDC Financial Services to the program.

Anyone interested in joining should contact Marianne DeLuca at (508) 935-4312, Jay Boviard at (508) 935-4413, or Amy Fellows at (508) 935-4689.

Human Resources News

NEW POSITIONS THIS WEEK August 13, 1990

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

STAFF WRITER (CWPI)
Will produce usable new and technical section copy as required each week under supervision of the News Editor, write up product announcements, generate story ideas, work on assignments, meet deadlines established by proofs for typographical errors, and check headlines in technical section in absence of Senior Editor. Requires at least 1-2 years of professional journalism experience and/or data processing and a familiarity with technical subjects and terms. Journalism experience with computer industry is preferred.

EDITOR-IN-CHIEF, *ICP* (IDG/P)
Will be responsible for the budget, supervision of editorial staff, and production of an excellent product on budget. Requires at least 5 years senior level editorial experience, knowledge of consumer magazine, as well as knowledge of information technology portable computers and the communications market.

ADVERTISING DIRECTOR / SALES MANAGER, *ICP* (IDG/P)
Will sell, develop and supervise the sales force, develop and implement the entire marketing plan, new business prospecting, and maintain of current client relationships. Travel will be required 50% of the time. Requires five or more years experience with top level sales with clients and agencies, demonstrated sales management, as well as marketing experience.

ART DIRECTOR, *ICP* (IDG/P)
Will be totally responsible for design and production of magazine, including staff supervision and budget management. Requires a strong background in magazine design and art director experience. Macintosh desktop publishing on Quark Xpress is preferred.

ACCOUNTING ASSISTANT (IDG/P)
Will process cash, returns, shortages, invoices, ship labels on the single copy sales system, process PO's invoices and special check requests, track circulation and payment responses time for invoices, travel reconciliation reports and track outstanding advances, as well as assist controllers as needed.

ASSOCIATE EDITOR (PCW)
Will be responsible for the development of high-quality editorial copy in a timely fashion and act as a representative of the magazine. Requires one or more years of editorial experience in computer publishing, a working knowledge of the computer industry, especially applications and/or programming, good writing, analytical, and phone skills, and a working knowledge of all PC applications. Should be creative, self-motivated, and have the ability to supervise and work well with others.

SUPPLEMENT MANAGER (PUB)
Will research, recommend, and implement special supplements for Publish. Will be required to assist in the development of business plans, market research, and advertising sales of these supplements. Requires advertising sales and/or marketing experience as well as an understanding of the desktop and presentation market.

COPY EDITOR (DNP)
Will edit on screen and proofread all editorial pages for grammar, consistency and style, write headlines and outlines, and lay out and production pages. Requires a bachelors degree in English/Journalism, at least one year copy editing experience, and the ability to handle many tasks at one time. Some technical background and/or knowledge of computers is desirable.

ASSOCIATE ART DIRECTOR (MAC)
Will work with the Art Director on major conceptual strategies for Macworld. Will conceptualize and direct photograghy and illustration for the Features and Departments sections, work with assigned editors to ensure that editorial content is accompanied by creative and excellent artwork, and ensure that production deadlines and budgetary guidelines are met. Requires a professional art and design background with strong conceptual skills and good communication and organizational skills. Three to five years experience in art direction with magazine experience is preferred.

COPY EDITOR (CIO)
Will edit features, columns, and departments for style and clarity, monitor copy flow, proofread galleys, keep archives, and help to refine style guidelines. Requires 1 to 3 years of copy editing experience on a monthly or weekly publication. Good attention to detail is essential, competitive salary, and opportunity for advancement in a team oriented, participatory work environment.

Job Opportunities

Revised: August 13, 1990

Division	Title	Publication / Location	Contact / Manager	Phone
IDG	Computer Systems Operator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Dir. of Corporate Communications	Framingham, MA	W. Boyd	(508)875-5000
NWW	Staff Writer	*NetworkWorld*, Natick, MA	S. Perry	(508)935-4407
NWW	Features Editor	*NetworkWorld*, Natick, MA	S. Perry	(508)935-4407
IDC	Director of Direct Marketing	Framingham, MA	J. Willcox	(508)935-4325
IDC	Program Manager	Framingham, MA	D. Gold	(508)935-4633
IDC	Director of Services Research	Framingham, MA	R. Segal	(508)935-4321
IDC	Library Manager	Framingham, MA	S. Bitterli	(508)935-4416
IDC	Program Manager	Framingham, MA	J C. Brigham	(508)935-4231
CWPI	Copy Editor	Framingham, MA	D. St. John	(508)879-0700
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	District Manager	Atlanta, GA	B. Hockswender	(508)879-0700
CWPI	Staff Writer	Framingham, MA	P. Bartolik	(508)879-0700
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PCW	Associate Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PUB	Sr. Design Associate	*Publish*, San Francisco, CA	S. Anderson	(714)833-3285
PUB	Senior Editor	*Publish*, San Francisco, CA	J. Martin	(714)833-3297
PUB	Supplement Manager	*Publish*, San Francisco, CA	E. Chittenden	(714)833-3306
DNP	Classified Sales	*Digital News*, Boston, MA	N. Fling	(617)482-8470
DNP	Programmer (Pos. Avail. 9/1/90)	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
DNP	Copy Editor	*Digital News*, Boston, MA	D. Grober	(617)482-8470
LINK	Research Analyst-Telecom Ind.	*Link Resources*, NY, NY	W. Miao	(212)627-1500
MAC	Senior Editor-Features	*MacWorld*, San Francisco, CA	A. Mello	(415)978-3246
MAC	Associate Art Director	*MacWorld*, San Francisco, CA	J. Hoffman	(415)978-3326
CIO	Copy Editor	CIO, Framingham, MA	L. McCreary	(508)935-4618
WEC	Conference Administrator	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Office Manager	Framingham, MA	M. Cornetta	(508)935-4734
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000
IDG/CI	Pers. Comp. Industry Analyst	Research Services, Framingham,MA	P. Fitzpatrick	(508)875-5000

For more detailed information on these job openings, please contact the Human Resource Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/FSC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Bitterli	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge	
	(603) 924-9471	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610 x621

HERE'S YOUR CHANCE TO BE A PART
of the making of
THE IDG BENEFITS VIDEO

The Corporate Human Resources Department is pleased to announce that they are producing a video that will communicate the IDG benefit package to all new and existing employees.

Anyone can participate by submitting their favorite candid photos. These photos may appear as background shots in the video.

We need hundreds of pictures, so, submit as many as you would like. Please follow the guidelines below:

WHAT KIND:

candid shots of :

employees
buildings
picnics
vacations
bulletin boards
interesting cubicles and offices
parties and outings
anything fun...

Specific shots related to benefits and employee orientation !

ACCEPTABLE TYPES:

35 mm slides and/or prints (black and white or color)
home video, VHS

Please note that all entries must be labeled with name, subject and location.
Also, photos will only be returned upon request.

DEADLINE:

All entries must be submitted by **August 24, 1990** to:

Corporate Human Resource Department
5 Speen Street, third floor
Framingham, MA 01701
c/o Robin Silverman (508)935-4412

* *Be on the lookout for the H.R. Picture Team. Coming to your location soon!!!*

IDG sales reps strengthened cooperation among Norwegian, Swedish and Danish business units at the inter-Scandinavian conference in June.

Scandinavian Sales Reps Use IDC Forecasts to Boost Revenues

At a recent inter-Scandinavian sales conference in Copenhagen, **Edward O'Hara**, head of IDG Scandinavia, briefed to IDG sales representatives on how to increase revenues based on IDC forecasts.

The meeting offered an opportunity to further strengthen the cooperation among the Scandinavian IDG units. Participants included 38 ad sales reps from Norway, Sweden and Denmark.

Product presentations, workshops, market and competitor analyses offered participants the opportunity to enhance their knowledge of each others publications. Altogether, the Scandinavian IDG companies produce 27 publications.

The Norwegian and Swedish IDG representatives welcomed the chance to learn firsthand how the Danish IDG unit has benefitted from its close and successful cooperation with IDC Scandinavia - a relationship that will now be extended to include Norway and Sweden.

According to attendees, one highlight of the two-day conference was a visit from a media consultant who offered a detailed approach on how to target ad agencies to increase sales. This new strategy guaranteesA general evaluation closed the two-day meeting, which exceeded all expectations. The Scandinavian participants all found the session rewarding and are looking forward to meeting again next year in Stockholm.

Calendar 1 2 3

- **September 14**
  IDG Board of Directors
  Copenhagen, Denmark

- **September 17-20**
  IDG European Managers Meeting
  Copenhagen, Denmark

- **September 26-27**
  Portable Computing & Communications
  Sheraton Centre Hotel & Towers
  New York, NY

- **October 1-5**
  CD-ROM Expo
  World Trade Center
  Boston, MA

- **October 4-8**
  COMDEX/Europe at SICOB
  Paris-Norde Villepinte Fairgrounds
  Paris, France

- **October 18-20**
  Macworld Expo/Australia
  Darling Harbour
  Sydney, Australia

- **October 23-25**
  Macworld Expo/Canada
  Better Living Center
  Toronto, Canada

- **November 7-9**
  IDG Worldwide Managers Meeting
  LaQuinta
  Palm Springs, CA

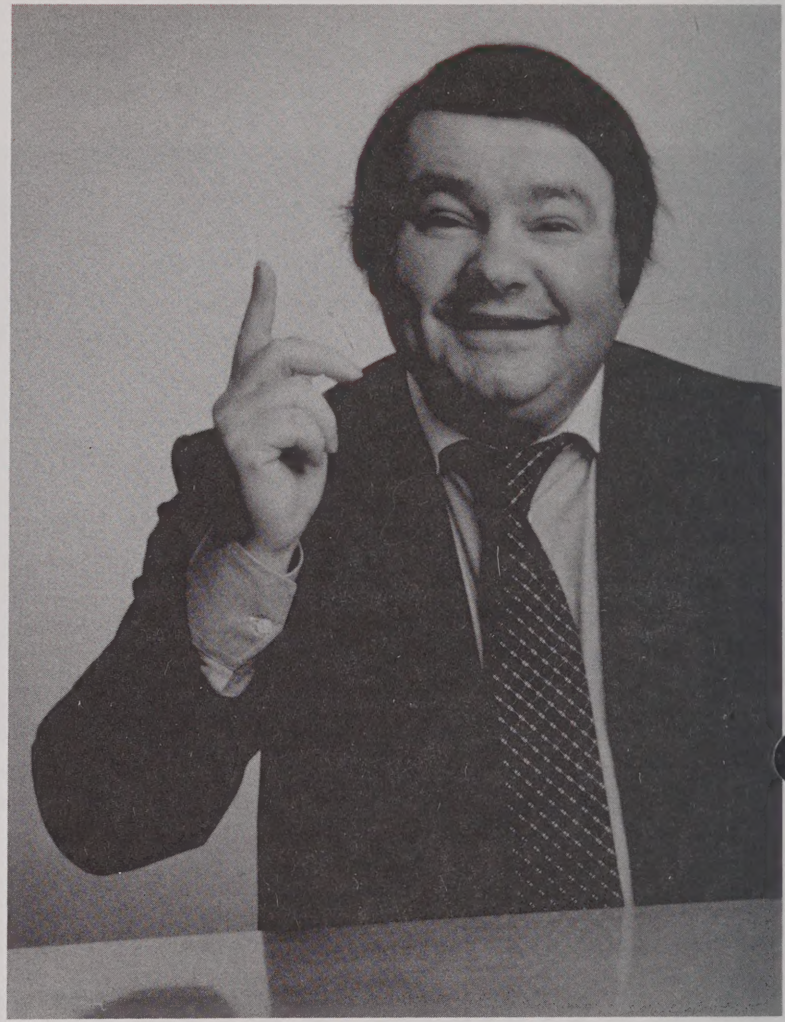
- **November 12-16**
  Comdex/Fall '90
  Las Vegas, NV

- **December 5-8**
  Communication Networks/Korea
  Korea Exhibition Center (KOEX)
  Seoul, Korea

Do-er's profile

Gerard Adamis

- **PROFESSION**: Editor-in-chief, *Distributique* and *Distributique Europe*
- **HOME**: Paris, France
- **FAVORITE FOOD**: "There are so many delicious foods in France that I can't pick just one. The meals I enjoy most are the ones that I share with my friends."
- **WHAT FAMOUS PERSON WOULD YOU MOST LIKE TO MEET?** "I don't think there is any one person. There is something interesting in everybody you meet. Maybe it's not as interesting to meet George Bush as the person next door."
- **WHAT WOULD YOU LIKE TO DO, BUT CAN'T?** Play a musical instrument.
- **FAVORITE BOOK**: "If I had more time, I'd like to read for pleasure. Right now, I'm reading a page of the dictionary every day. If you don't read it, you don't realize how many words you don't know. The more you know the words, the more your thinking is precise. I think that's important for a journalist."
- **GOAL IN LIFE**: "I'd like to be useful wherever I am."



IDG *World Update*

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NEWS EDITOR
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EDITORIAL DIRECTOR
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EDITORIAL ASSISTANT
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GENERAL MANAGER
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IDG World Update **is published weekly for the employees of International Data Group. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; Ontyme mailbox: IDGHQ.D/Butler or CWCI.P/Smith.**

IDG Teamwork On Display At PC World Forum Moscow
- PAGE 2

The Challenge is On! Macworld vs. MacUser
- PAGE 6

The Staff That Offers List Service With A Smile
- PAGE 8

IDG *World Update*

VOLUME 20, NUMBER 34 **AUGUST 6, 1990**

Global Networks Has World Vision

Plans for a second publication from Network World, Inc. have been swirling around IDG for many months. At long last, on August 1, *Global Networks* officially began to take shape when former *Network World* features editor **Steve Moore** assumed his full-time role as managing director.

The new user-oriented publication will be geared to 20,000 managers worldwide who make strategic decisions about the design, implementation, and use of global data, voice and video networks. *Global Networks* will have the unique perspective of serving a global audience. The quarterly English-language book, which Moore hopes will go monthly in the near future, is scheduled to be launched in March 1991 in conjunction with the CeBIT show in Hannover, Germany.

"I'm extremely excited about launching this publication," Moore said. "The timing is good. I think we're really catching the wave of interest in global issues in general and global networking in particular."

A WORLDWIDE STAFF

Moore will be operating out of the *Network World* office as a one man operation until the start of the new fiscal year on October 1, when he will be joined by additional staff members. Eventually, the editorial and sales staff will be based throughout Europe, North America and the Pacific Rim.

In an editorial mission statement, Moore noted that successful multinational corporations produce superior products, deliver outstanding service, and require the ability to access strategic information in far-flung locations 24 hours a day. The rise of these companies and their dependence on global networks brought about the demand for a single publication that can keep managers informed about networking trends and issues all around the world.

Network World Inc. commissioned IDG Communications Research in late 1989 and early 1990 to survey the needs of global network managers through two focus panels and an in-depth telephone questionnaire. The results showed that while more than half of the respondents saw print media as a "very important" source of information, they felt they had to review too many different publications to get what they needed. Well over three-quarters said they were less than "very satisfied" with the available information and expressed interest in paying for a subscription to the proposed *Global Networks*.

Moore said one big challenge in producing *Global Networks* will be to provide a truly global perspective in the editorial. He is also working closely with **Rich Priante**, circulation director for *Network World*, to develop a worldwide circulation list.

Steve Moore

The rise of these companies and their dependence on global networks brought about the demand for a single publication that can keep managers informed about networking trends and issues all around the world.

Teamwork Spells Success For Moscow Show

PC World Forum Moscow has closed its doors for 1990, but the positive vibrations felt by IDG offices continue to reverberate around the world.

The impressive statistics typically associated with World Expo conferences also emerged from the Moscow show, which was co-sponsored by IDG and its Soviet joint venture partner, ICE. One hundred and thirty-four exhibitors from 18 countries displayed their wares to more than 60,000 highly qualified attendees. Ninety-six percent of the exhibitors have already agreed to return for next year's show, and most plan to increase their booth space. IBM, for example, plans to enlarge its booth from nine square meters to 140 square meters. Another floor has been reserved in the U.S. pavilion next year to accommodate everyone.

For the many IDG people involved with the planning, however, the most impressive success story from the July conference was, in the words of **Dorothy Ferriter**, international project manager at World Expo, "the good synergy and camaraderie between IDG Germany, ICE, International Marketing Services and World Expo."

РЕГИСТРАЦИЯ
REGISTRATION
IDG IDG

IDG Chairman Pat McGovern addresses Soviet ministry officials and other expo attendees at the ribbon-cutting ceremony to open PC World Forum Moscow.

COOPERATION ACROSS THE GLOBE

These IDG affiliates pooled their talents to manage the logistics and marketing for the show, which enabled Soviet officials and businesspeople to examine and purchase newly decontrolled computer technology. Exhibitors also had a chance to see Soviet software and explore potential joint ventures.

"If diverse IDG companies can pull together like we did for this show, we should do more international, intercompany projects," said World Expo president **Cherif Moujabber**. He thanked all the European offices that assisted by advertising the show in their publications free of charge, and noted that the help and support of the chairman's office was particularly important.

Moujabber added that World Expo usually works with contractors in the show's home country. However, due to the difficulty in communicating with the Soviet Union, IDG Germany took on much of the coordination and did a "superb" job. The Munich office supervised all the booth preparations, for example. One of the more unusual tasks involved arranging for eight tons of food to be trucked in from Germany to the convention floor. Months of food rationing in Moscow had caused severe shortages, and IDG wanted to be sure people at the convention were properly fed.

Jens Arne Mannig, show manager and marketing services coordinator at IDG Germany, said the German catering company gave him a scare just before the show opened. "For some reason, they had a big problem at the border and had to enter the U.S.S.R. through a different route," he said. "We had to wait three days for them, and there was no way for them to communicate with us about the delay." Fortunately, everything arrived in time. Mannig said everyone was relieved to find that the food in the hotels was actually better than expected, due in part to the Soviet party congress that was held at the same time.

"The nicest part of the show for me was that the exhibitors liked it," Mannig observed. Ferriter said numerous companies have written to her in appreciation for "an extremely well-managed and successful event." Many remarked that they were amazed everthing went so smoothly given the short preparation time.

EXHIBITORS' SUCCESS STORIES

International Marketing Services president **Frank Cutitta** noted that many companies talked to him about large deals that were arranged during the show, such as one company that cut a 450 million ruble deal to provide laptop equipment to one Soviet ministry.

Ferriter said that while following up with the U.S. exhibitors, several told her about other major deals in the works. One company will be supplying 5,000 computers over the next three years to the Technology Center of Kiev. Another is pursuing a joint partnership with a Moscow consulting firm, and a third is negotiating to supply a major Soviet bank with electronic banking cards.

"Western exhibitors seemed to be 'born again' on the market there," Cutitta said. "They were really impressed with the

- SEE PAGE 5

On line

ASK PAT

Q What is the most challenging aspect of leading IDG?

A Keeping enough time available to visit customers, trade shows and to keep up with the market. I accomplish this by delegating tasks to others which would otherwise keep me office-bound.

Q What's the trick to beating jet lag?

A If one travels fairly regularly, the body does not get into a well-established body rhythm in any one time zone, consequently, problems of jet lag are reduced. When one makes an occasional trip, I have found it useful to adjust my sleeping hours to those of the place I am going to a day before I depart. On the trip, eat lightly and avoid alcohol.

Q IDG is scheduled to launch a joint venture publication, PC World Nigeria, this fall to serve IT users on the African continent. Have you ever traveled in Africa and what are your thoughts on the information technology market on that continent as well as IDG's future role there?

A I have been to eight African countries so far. I believe North African countries are now well prepared to receive and benefit from information on computers and communications. Other parts of Africa will emerge as enterprise opportunities for IDG during the 1990s. Obviously, the Republic of South Africa is technically advanced, but their racial policies have ostracized them from the world business community.

Q You are a tall man. As you have gone into new countries and cultures has your size lent an air of authority or has it intimidated people?

A I find that people make judgments about doing business with IDG based on the quality of our activities, our past successes and our willingness to pioneer new areas.

Q Executive Committee meetings always convene at 11:11 on Monday mornings. Is there a special meaning for that specific time?

A Members of the IDG Executive Committee are often in many different part of the world at the same time. We chose late morning Eastern Standard Time so that we could have a convenient teleconference with people in Europe at the end of their business day, and with people in Japan at the end of their evening. Because people need an exact time to call in to hook up the teleconference, we chose 11:11. It is a time that is both precise and easy to remember.

Q What specific considerations need to be taken into account before starting up a publication in a place where IDG has not yet established a presence?

A We frequently first enter a market by licensing a qualified local publisher to use our News Service and editorial materials, and to sell advertising for us, and vice versa. Before entering a license, we first determine if the market in the country is sufficient to sustain a computer publication with good editorial quality and adequate circulation to cover the market. Then we determine if there is an organization with publishing experience which is qualified and capable of issuing a publication with these characteristics. If so, we sign the license. By working with the licensee, we become familiar with the market, its growth rate and its potential.

If the future in the market looks promising, we can increase our participation in the market by acquiring the licensee, setting up a joint venture with the licensee, or creating our own publishing subsidiary.

Want to know what's going on at the top? IDG chairman Patrick McGovern, vice chairman Azel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy will take turns each week answering questions on topics of interest to IDG employees. Queries should be sumbitted to IDG World Update via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler

They're Back!

IDG World Update **will once again print the names of IDG employees who are celebrating years of service with the company.**

World Update **stopped printing employment anniversaries because we could not keep track of all of you. In our decentralized company, there is no one location that maintains records of all employees worldwide.**

To make the anniversaries column work, we are asking all IDG business units to supply us with a monthly list.

If you do not see anniversaries from your business units appearing in *Update* in coming months, please talk with your manager. We need the support of every business unit to make this feature work.

And when you are sending us anniversaries, don't forget to drop us a note about other interesting developments at your office.

St. Basil's Cathedral in Red Square was a popular sightseeing stop.

SCOW
10-15,19

Boris Antoniuk, advisor to the chairman on International Economy for the U.S.S.R. State Committee for Science and Technology, with Pat McGovern at the Chairman's dinner.

Lines like this one to buy tickets for the show were part of the daily routine.

Moscow

- FROM PAGE 2

highquality of Soviet software." Cutitta said many of their programs have been developed on outdated machines yet run at sophisticated levels found with the latest technology.

One unique aspect of this show, according to Cutitta, was the Soviets' interest in learning marketing techniques from the West so they can promote their products in a highly competitive market. "From an educational view, the Soviets need this desperately. It's a whole other level of experience for them," he said.

Even the giveaways that most convention-goers take for granted sparked a phenomenal amount of interest among the Soviet attendees

Security guards had to be called in to maintain order for the huge lines formed for plastic bags, yo-yos, free diskettes and other promotional items given away by vendors.

Several IDG employees agreed that another unique element of the show was the large number of individual Soviets who talked to exhibitors to find out how to "commercialize" their product. Many of these people have developed products outside of their regular jobs and wanted to explore joint venture possibilities on their own. Cutitta said that the show made many U.S. firms realize that they need to gear up quickly before the high-quality partners are taken.

IDG is already preparing for three 1991 events in Moscow: Network Forum, a telecommunications/networks show, April 22-26; a banking technology show, and the second annual PC World Forum runs July 9 through 14.

Comrades in Arms: Peter Kinast (L) and Jens Arne Mannig of IDG Germany join Dorothy Ferriter of World Expo Corp.

PC WOR
MOS
1st Internati
with Cong
July 1
VDNH Exhibiti

(L-R): Angela Sauter and Svenja Mohn of IDG Germany, next to the ever -present show logo.

PC WORLD FORUM
MOSCOW
ФОРУМ МИРА ПК

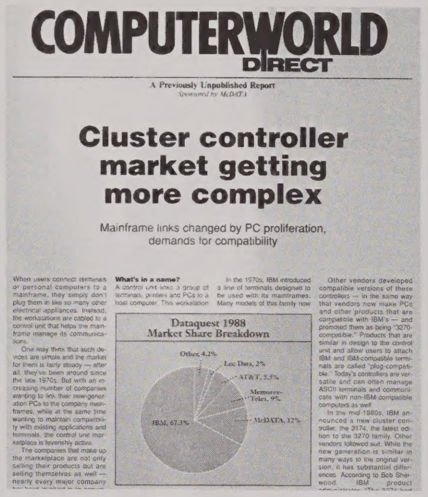
Close to 10,000 people a day passed through the VDNH hall.

Computerworld Direct Bridges Direct Marketing, Advertising

Val Landi, *Computerworld*'s senior vice president/special publications' division, has developed a new marketing vehicle for information system advertisers. *Computerworld Direct* is a series of single-sponsor, eight-page special reports, which allows an advertiser to target an editorial topic to a specific title and job function within a database cell and/or vertical market.

Computerworld Direct grew out of Landi's experience with select-bindery publishing. In contrast to select-bindery, however, *Computerworld Direct* integrates the editorial power of publishing to the target-audience capabilities of direct mail. *Computerworld Direct*, the industry's first standardized media for this category is the result of a two-year search to find a media solution for the growing trend toward niched, database marketing. Each year high-tech advertisers spend approximately $700,000,000 on direct marketing.

Each issue of *Computerworld Direct* contains five pages of editorial on a specific technology issue and three pages of advertising in an 8.5- by-11-inch format. Editorial content is either a previously published feature article from *Computerworld* or text especially written for the issue and edited by *Computerworld Direct* editorial director, **Bruce Hoard**. The choice is up to the sponsor.



COMPUTERWORLD DIRECT

A Previously Unpublished Report
Sponsored by McDATA

Cluster controller market getting more complex

Mainframe links changed by PC proliferation, demands for compatibility

When users connect terminals or personal computers to a mainframe, they simply don't plug them in like so many other electrical appliances. Instead, the workstations are cabled to a control unit that helps the mainframe manage its communications.

One may think that such devices are simple and the market for them is fairly steady — after all, they've been around since the late 1970s. But with an increasing number of companies wanting to link their new-generation PCs to the company mainframes, while at the same time wanting to maintain compatibility with existing applications and terminals, the control unit marketplace is feverishly active.

The companies that make up the marketplace are not only selling their products but are selling themselves as well — nearly every major company

What's in a name?
A control unit links a group of terminals, printers and PCs to a host computer. This workstation

In the 1970s, IBM introduced a line of terminals designed to be used with its mainframes. Many models of this family now

Other vendors developed compatible versions of these controllers — in the same way that vendors now make PCs and other products that are compatible with IBM's — and promoted them as being "3270-compatible." Products that are similar in design to the control unit and allow users to attach IBM and IBM-compatible terminals are called "plug-compatible." Today's controllers are versatile and can often manage ASCII terminals and communicate with non-IBM-compatible computers as well.

In the mid-1980s, IBM announced a new cluster controller, the 3174, the latest edition to the 3270 family. Other vendors followed suit. While the new generation is similar in many ways to the original version, it has substantial differences. According to Bob Sherwood, IBM product

The first *CW Direct*

The editorial content of the report provides information on a single topic of interest to those responsible for purchasing information systems. The final three pages provide space for the sponsor of the issue to advertise and promote its products. Each issue also contains direct response postcards for requesting additional information on the sponsors' products.

An issue of *Computerworld Direct* can be mailed to the IDG Database or any list selected by the sponsor, and mailing can be handled either by the sponsor or *Computerworld Direct*.

An issue of *Computerworld Direct*, published in June, covered the cluster controller market and was sponsored by McDATA. Subjects planned for future issues include Selecting a VAR, Channel Extensions, and Terminal Servers. Seven issues of *Computerworld Dire.ct* have already been sold to sponsors including Cincom, NEC, Blue Line Software, Ameridata and Thomas Conrad.

Computerworld regional vice president/Midwest **Kevin McPherson** noted, "*Computerworld Direct* and its concept have been well received. As a marketing tool, it is building a nice bridge between direct marketing and advertising."

Macworld Challenges Competitor *MacUser*

Macworld magazine has formally challenged competitor *MacUser* magazine, a Ziff-Davis publication, to conduct a jointly sponsored subscriber study.

Jim Martin, president/CEO and publisher of Macworld Communications, Inc. sent a letter to **Paul Somerson**, *MacUser*'s publisher and editorial director, requesting that a joint study be conducted where identical research methods and questionnaires are used to survey each publication's subscribers. An independent research company would be responsible for all aspects of the study including questionnaire design, mailing, tabulation and the final report.

"There is a real need in the Macintosh market for people to have an accurate reflection of the differences and similarities of *Macworld*'s and *MacUser*'s subscribers," noted Martin in his letter.

Each year, *Macworld* and *MacUser* conduct subscriber studies that document Macintosh computer, peripheral and software usage along with purchase intentions and authority among each publication's subscribers. Leading independent research companies are hired each year to conduct the studies. Each magazine, however, uses different survey instruments. This causes exasperation in the marketplace since media planners and advertisers cannot directly compare the magazines accurately.

According to **Gary Roccio**, director of research at *Macworld*, "The purpose of a subscriber study is to profile a publication's readers and document the difference among competing magazines. Unless publications are asking identical questions in their surveys, any comparison is blurred and it is difficult for media buyers who need this information."

Martin stated that advertisers/clients in the Macintosh market have expressed frustration at attempts to compare the two studies. "I believe this joint research project is the most comprehensive and accurate way for both of us to determine our respective strengths in the marketplace. I know it will be a great service to advertisers." *MacUser* has yet to respond to Martin's challenge.

Human Resources News

NEW POSITIONS THIS WEEK AUGUST 6, 1990

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

DISTRICT MANAGER (CWPI)

Will be responsible for all advertising sales in the Atlanta Territory client base. Requires a minimum of two to three years experience in ad sales, agency account service, or computer product sales.

SENIOR EDITOR (CWPI)

Will develop ideas for research and write significant stories of an investigative nature. Under the direction of the news editor, this person will seek original stories that are tied to major underlying news trends and events and work as one reporter in a two or three-person reporting team. Requires a college degree, ability to handle multiple projects and operate as a team leader while researching and writing full length news features, a minimum of five years writing and reporting experience, at least two years of which are in the computer-information systems area. Expertise in one or more areas of Computerworld's coverage is desirable.

RECEPTIONIST (IDG/P)

Will handle a large volume of incoming calls, process all mailings, order all office supplies, and provide clerical support for several magazines on an over-flow basis. Requires strong telephone etiquette, good organizational skills, proficient typing and proofreading skills, and the ability to work under pressure and meet deadlines.

ASSOCIATE BOOK EDITORS, *IDG BOOKS WORLDWIDE* (IFW)

Positions entail a broad range of responsibilities from extensive creative and copy editing to basic desktop publishing. Requires a self-starter with strong creative editing skills, ability to handle a heavy, complex workload in an ongoing deadline atmosphere, and knowledge and interest in PC and MAC use. Computer book publishing experience is a plus. Two positions are available.

ASSISTANT ADVERTISING COORDINATOR (FCW)

Will assist in management of ad production, invoicing, and sales staff support. Position involves word processing/database management, trafficking ad materials, and light clerical duties. Must be a detail oriented team worker. Will train right person.

PERSONAL COMPUTER INDUSTRY ANALYST (IDG/CI)

Will produce marketbriefs on the PC marketplace, provide PC market information and analysis, make presentations to clients, maintain information resources, assist in research survey process, and participate in team projects relating to computer industry. Requires strong oral and written communication skills, excellent interpersonal and research skills, as well as the ability to handle multiple tasks and work independently. Must have a degree, preferably in business or liberal arts, and hands on experience with the Macintosh. Knowledge of desktop publishing is a plus.

For more detailed information on these job openings, please contact the Human Resource Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/FSC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Bitterli	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge	
	(603) 924-9471	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/T.Ohara	Job Hotline
	(415) 978-3205	(415)978-3100
InfoWorld	Donna Vieraitis/C.Schneider	Job Hotline
	(415) 328-4602	(415)328-9610 x621

Job Opportunities

Revised: August 6, 1990

Division	Title	Publication / Location	Contact / Manager	Phone
IDG	Computer Systems Operator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Dir. of Corporate Communications	Framingham, MA	W. Boyd	(508)875-5000
NWW	Staff Writer	*NetworkWorld*, Natick, MA	S. Perry	(508)935-4407
NWW	Features Editor	*NetworkWorld*, Natick, MA	S. Perry	(508)935-4407
IDC	Director of Direct Marketing	Framingham, MA	J. Willcox	(508)935-4325
IDC	Program Manager	Framingham, MA	D. Gold	(508)935-4633
IDC	Director of Services Research	Framingham, MA	R. Segal	(508)935-4321
IDC	Library Manager	Framingham, MA	S. Bitterli	(508)935-4416
IDC	Program Manager	Framingham, MA	J C. Brigham	(508)935-4231
CWPI	West Coast Sr. Correspondent	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Copy Editor	Framingham, MA	D. St. John	(508)879-0700
CWPI	Senior Editor	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	District Manager	Atlanta, GA	B. Hockswender	(508)879-0700
IDG/P	Administrative Assistant	*Sun Tech*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Receptionist	*GamePro*, Redwood City, CA	L. Kavish	(415)363-5200
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editorial Assistant	*InfoWorld*, Menlo Park, CA	C. Schneider	(415)328-3501
IFW	Associate Book Editor (2)	*IDG Books*, San Mateo, CA	M. McCarthy	(415)358-1250
PCW	Marketing Communications Mgr.	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Circulation Assistant	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Production Manager	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PUB	Sr. Design Associate	*Publish*, San Francisco, CA	S. Anderson	(714)833-3285
PUB	Senior Editor	*Publish*, San Francisco, CA	J. Martin	(714)833-3297
PUB	Production Coordinator	*Publish*, San Francisco, CA	J. Boyer	(714)833-3313
DNP	Classified Sales	*Digital News*, Boston, MA	N. Fling	(617)482-8470
DNP	Programmer (Pos. Avail. 9/1/90)	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
LINK	Research Analyst-Telecom Ind.	*Link Resources*, NY, NY	W. Miao	(212)627-1500
MAC	Senior Editor-Features	*MacWorld*, San Francisco, CA	A. Mello	(415)978-3246
CIO	Art Assistant	CIO, Framingham, MA	S. Bitterli	(508)935-4416
CIO	Copy Editor	CIO, Framingham, MA	L. McCreary	(508)935-4618
WEC	Conference Administrator	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Office Administrator	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Senior Storage Analyst	TISC, Framingham, MA	S. Perry	(508)935-4407
FCW	Asst.Advertising Coordinator	Falls Church, VA	R. Clark	(703)876-5113
IDG/CI	Pers. Comp. Industry Analyst	Research Services, Framingham,MA	P. Fitzpatrick	(508)875-5000
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000

IDG BENEFITS VIDEO

Here is your chance to be a part of the BIG Picture!

The Corporate Human Resources Department is pleased to announce that they are producing a video that will communicate the IDG benefit package to all new and existing employees.

Very soon, you will receive more information about how you can participate. We will need your favorite **candid** photos of employees, buildings, bulletin boards, cubicles, parties, or any other fun times. Many of these photos will be used as background shots in the video. So, dig out your photos !!

Also, Be on the lookout for the HR PICTURE TEAM. Coming to your location soon !!

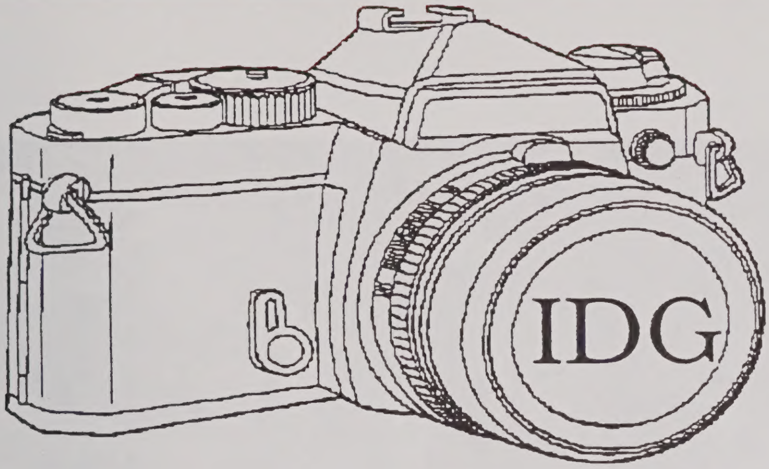


Photo Calendar Contest

Don't miss your chance to enter the 7th annual IDG Photo Calendar Contest. The subjects are up to you. Twelve outstanding photos will earn a place in the 1991 Calendar.

• Winners will receive:	1st prize 2nd prize 3rd prize Honorable Mention (9)

- All photos will be judged by a panel of IDG representatives.
- Submit up to two color or black and white glossy prints or 35mm slides. Photos must be submitted as developed; no retouching will be allowed. Photos will only be returned upon request.
- Entries must be clearly labeled with your name, business address, and telephone number.
- Please send photos to:

IDG Photo Contest
c/o Deborah Butler
International News Group
41 West Street
8th Floor
Boston, MA 02111

Entries must be received by September 10, 1990

Spotlight

IDG's List Services group displays the goods. (L-R) : Luanne Kiley, Deb Goldstein, Kevin Normandeau, Loel Westerman, Chip Zaboroski and Pat Sims

Direct marketing is a $20 billion a year industry in the United States, and it is growing rapidly throughout the world. IDG is taking an ever-larger bite out of that lucrative pie through List Services, the company's in-house list management operation.

In addition to IDG Communications Research, List Services is the only other centralized service remaining at IDG. The six-person staff handles 20 subscriber lists from various IDG publications, including ITI clients and attendee lists from many shows produced by World Expo Corp. When List Services director **Deborah Goldstein** came to the department four years ago, the staff managed just six lists. She expects to rent more than 50 million names this year.

The circulation staff at each publication updates their list and builds the database to make it a high-quality product. Then, using the publications' guidelines and their own ideas and initiatives, Goldstein and her staff market the lists to a variety of clients such as business seminar organizers, computer catalogue publishers, hardware vendors and other companies interested in communicating with information technology specialists through direct mail.

While customers pay top dollar for list rental, IDG clients pay only the running cost for producing the list.

Clients interested in renting lists must first supply a sample of their mailing pieces. Upon approval by List Services, lists are rented for a one-time use only and must be shipped directly to a recognized mailhouse or service bureau. Depending on the publication, clients can select lists that have been broken down into such categories as home/business address, job title, type of computer system used, purchasing influence, company size and industry.

List Services uses a service bureau in New Jersey to generate the lists. An on-line capability will be launced very soon that will allow List Services to give instructions to the bureau and do on-the-spot research for clients. "This is the key to increasing our business," Goldstein said.

Currently, if a client wants specific information about a list, the staff has to do a "count request" with the service bureau that could take 24 hours. Once on-line, the staff will be able to further improve customer satisfaction by answering questions about list profiles and costs within 10 minutes.

While customers pay top dollar for list rental, IDG clients only pay the running cost for producing the list. Those publications that have their lists managed at List Services realize significant income. *Computerworld* and *InfoWorld* consistently top the revenue charts, but for overall growth in 1990, *Network World* and *Macworld* join them for the lead.

WHO'S WHO AT LIST SERVICES

The List Services team is a high-spirited group of individuals who bring diverse sales and marketing experiences to their jobs. Director Goldstein manages the department and oversees the strategic sales and marketing plans. A veteran in the publishing field, she is the liaison to the American List Council (the outside list manager for the whole IDG corporate database) and sees as her primary responsibilities building the department's product line and keeping customers satisfied. Outside the office, Goldstein is an artist who enjoys making and collecting contemporary jewelry. More than a few IDG colleagues can be seen sporting her latest fashions.

Marketing manager **Pat Sims** handles marketing analysis, sales support, and assists with developing new clients and promotion strategies. A former high school English teacher, Sims also worked in sales at First Phone, Wang and Computer Learning Center before coming to IDG three years ago. Her interest in running and backpacking is taking second place to caring for her two-year-old son, but she hopes that the whole family will soon be able to go on hikes together.

Kevin Normandeau started working at List Services in February 1989 and now, as sales manager, oversees the sales and revenue reporting functions and handles major accounts. An avid skier on both snow and water, he also plays racquetball and volleyball during his free time.

List sales representative **Loel Westerman** joined the team just over a month ago. She works on her own accounts, assists the sales manager, and also handles inbound and outbound telemarketing. Westerman enjoys all summer sports, especially swimmming and sailing, and tunes in to a wide variety of music.

As list services representative, **Chip Zaboroski** processes the orders and makes sure that the workload is handled promptly. He is the key liaison with the New Jersey service bureau and was instrumental in developing the new on-line capability. An eight-month IDG veteran, Zaboroski can be found golfing and fishing in his spare time.

Luanne Kiley, the administrative coordinator, supports all aspects of the department and produces the mammoth monthly revenue report for IDG clients. Quick to reveal that she's newly engaged, Kiley enjoys renovating her vacation cottage on Cape Cod and riding (not driving!) her fiance's Harley-Davidson motorcycle.

NEW GROWTH, NEW PRODUCTS

Goldstein is very pleased with the growth that List Services has realized so far this year. In her view, although list management is a function of circulation, it is also an integral part of the sales process. After three quarters, the unit is 20% over projected revenue. They've brought in $550,000 additional dollars over last year at this time - a 30% gain. She attributes the increases in part to the launch of 10 new products, including the new international database (see the July 23 issue of *World Update*).

> **"We've been very creative in identifying market needs and then meeting those needs with a specific product."**
>
> **- Deb Goldstein**

"We've been very creative in identifying market needs and then meeting those needs with a specific product," Goldstein said. One example is the LAN database, which was created from five existing lists of products: individuals from the *Network World*, *Digital NEWS*, *Federal Computer Week*, *InfoWorld* and ITI lists who deal with networks. The unit has generated $150,000 from that list alone this year.

Goldstein stressed that List Services succeeds by being able to take advantage of IDG's power and reach in the global information technology community.

"We've tried to create a total product line of lists for whatever customers need," she said. "We offer lists of individual publications for targeted approaches and databases to accommodate large quantity mailers. We want to get to the point where we can sell international product lines — Mac books and *Computerworld* books, for example. It would be wonderful if, five years from now, we could satisfy a customer's request to reach every Mac user in the world!"

Noteworthy !

Torben B. Sørensen joins IDG Danmark as a journalist for *Computerworld Danmark*. Sørensen is responsible for covering the DEC and UNIX markets. Prior to joining IDG Danmark, Sørensen was a journalist for *Børsen*, a daily newspaper for corporate Danmark, where he reported on the energy sector and information technology. Sørensen attended the Danish School of Journalism, and in his spare time enjoys music, comic books, computers and literature.

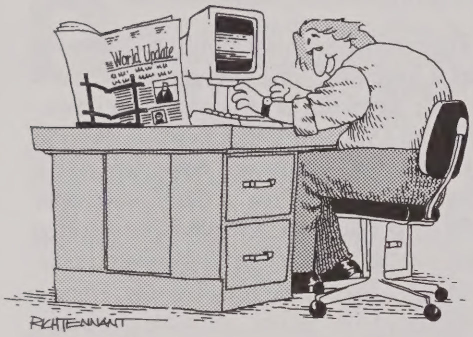
In her role as special projects manager at *Publish*, **Deborah Mackey** will manage new ventures, including seminars and special issues. Mackey was previously a training and exhibits manager at AT&T Graphic Software Labs in Indianapolis, Indiana, where she was responsible for coordinating training programs and managing trade shows, seminars and special events. Mackey received a B.S. degree from Purdue University.

Michele Chagnon joins *Digital NEWS* as assistant to the publisher. She joins IDG from Chestnut Hill Realty, where she assisted the director of marketing.

Cameron Crotty is the new technical editor at *inCider*, where he'll be editing columns and articles for technical clarity and accuracy and responding to reader questions. He holds a B.A. in English from Ohio University. Crotty enjoys ultimate frisbee and guitar in his free time.

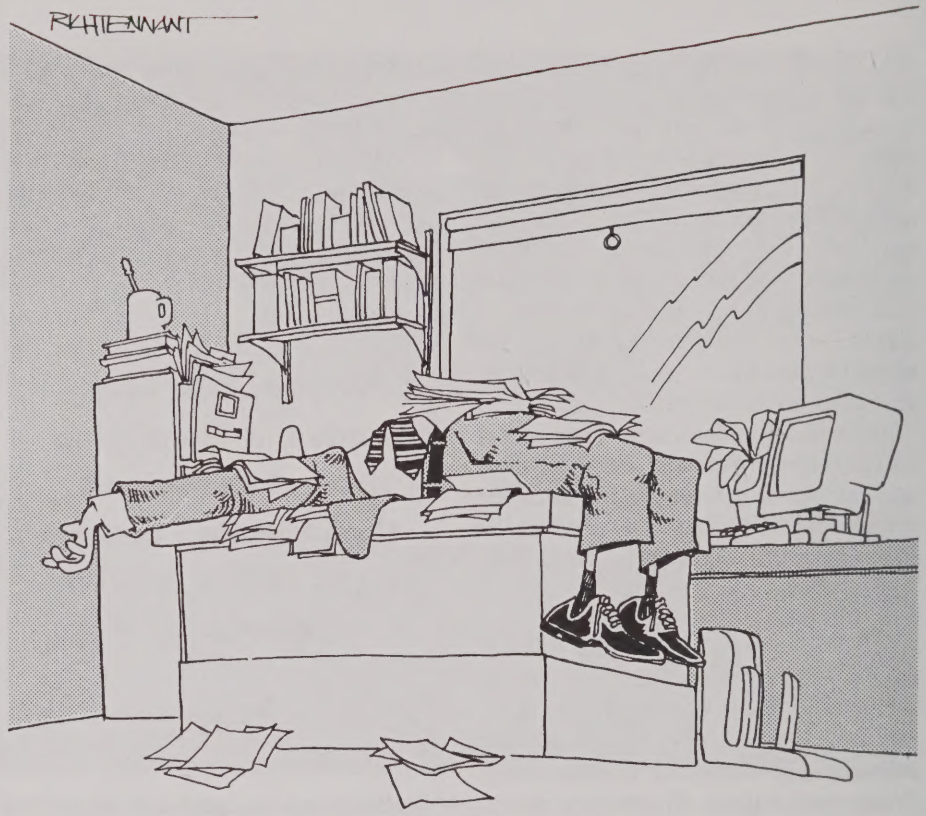
Off line

Win Your Own



Off Line T-Shirt

Put your imagination to the test! Create a brief caption for the cartoon at right and send it to *IDG World Update* by Wednesday, September 5. The person with the funniest submission will receive an original IDG "Off line" T-shirt displaying the cartoon above. Honorable mentions will be acknowledged in *World Update* along with the winner in the September 10 issue. Send your ideas via fax to (617) 423-0712 or Ontyme box IDGHQ.D/Butler. Have fun!



IDG *World Update*

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IDG World Update

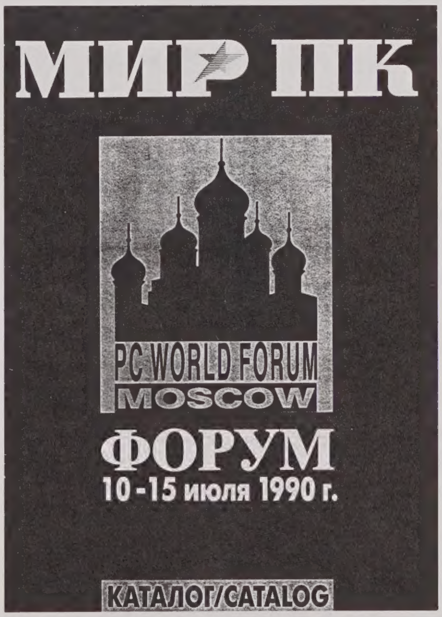
VOLUME 20, NUMBER 33 **JULY 30, 1990**

Forum Highlights Soviet Computing

*After an intense period of planning by IDG staff in the U.S., France, West Germany and the Soviet Union, PC World Forum Moscow became a reality July 10-15. The Expo was notable not just for being the first international PC fair in the U.S.S.R., but because it uncovered some of the technological and economic barriers Soviet entrepreneurs are struggling to overcome. This story by **Bill Laberis**, editor-in-chief of* Computerworld, *illustrates their predicament.*

Crack open the classified ad pages of almost any U.S. personal computer magazine and you'll find that a fully configured mail-order PC based on the Intel Corp. 80386 chip can be yours for less than $3,000. That same machine costs the equivalent of $35,000 in the Soviet Union — if you can find one. Blank floppy disks can fetch $50. PC software is pirated at an alarming rate. Computing at large sites can grind to a halt while operators wait for spare parts, which are in universally short supply in the U.S.S.R. The local phone system can make simple data transmission between systems an excursion to frustration. International data communications is virtually out of the question.

Despite these and other overbearing facts of computing life in the U.S.S.R., the Soviets are making some strides in acquiring more state-of-the-art hardware and software. The U.S. recently has greatly relaxed the export restrictions on equipment bound for the Soviet Union. The pool of Soviet programming talent is deep. But foreign currency to buy computer equipment remains scarce, and fluid product distribution channels do not exist.



Against this backdrop, IDG co-sponsored the first PC World Forum earlier this month on the site of the U.S.S.R.'s economic achievement park. While it would be difficult to give even an overview of the computing scene in the Soviet Union, much can be gleaned through the words of conference speakers and attendees.

> **"The Soviet economy now is at a very complex point. In forming business relations, we don't expect you [Americans] to deal in our currency."**
> **— Dr. Boris Antoniuk, adviser to the chairman on international economy of the U.S.S.R. State Committee.**

> **"The best thing is to find a friend with a PC and buy some time from him. Who can afford to buy them? And the bigger machines are available only on allocation [from the state]. We'd like to think optimistically, but change is not happening very fast."**
> **— Alexander Shudkoff, operations manager at a fishing cooperative near Riga.**

- SEE PAGE 2

Forum

- FROM PAGE 1

"We've spent more energy in the past on ways of distributing currency internally than on earning it. Our foreign economic relations mirror our internal economic state....If we are going to learn to swim, we must be in the water."

— Ivan Ivanov, deputy chairman, Foreign Economic Commission.

"You don't just go to the store and buy parts when they break. You call around and ask friends who might owe you a favor. We try to do things in software that might get us around hardware problems. But there are limits to that, I'm sure you can appreciate."

— Anatoly Volkan, systems director at a Leningrad-based turbine factory.

"There are today areas of fundamental difference in our economies....The U.S.S.R. must extend copyright and patent protection to U.S. and Western-made products."

— Bradley Holmes, director of International Communications and Information Policy at the U.S. State Department.

"We have a huge market here, a huge market. You'd probably be very surprised at the use we make of what we have. But our own system does not make it easy to change, despite perestroika and the reforms. If we could sell our programming skills easily we'd be better off."

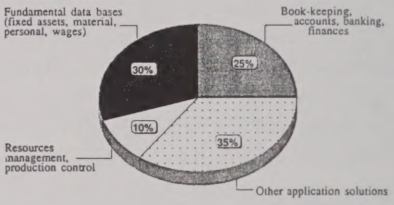
— Revaz Mesarkishvili, vice president of Tbilisoft, a Soviet-U.S. computer reselling venture.

"Like Donald Trump, the Soviet Union is in the middle of a cash-flow problem. Here they must create a class of investment bankers and venture capitalists to identify the best investment opportunities in this very rich country."

— Bill Chastka, president of Washington, D.C.-based Resources International.

IDC European Offices Release New Reports

IDC Hungary has released "Hungarian IT Market Perspectives: Trends and Issues 1989", its first report on the Hungarian information technology market. This report provides western vendors with a clear and comprehensive overview on market opportunities, shipping and forecasts on nearly all segments: small-, medium- and large-scale computers, LANs, network software, software, PCs, workstations, hardware maintenance and professional services. The report also covers distribution issue changes in the economy and their impact on market development.



Hungarian IT Market Perspectives

IDC Germany has released the first East German market report, "The Market for Multiuser Systems in the GDR 1990." This report, available to westerners, is the first report based on user surveys. Staff at IDC Germany interviewed more than 150 East Germans, including users and company managers, from their new Berlin office, to provide a detailed picture of the actual situation. All other reports published by IDC's competitors have been researched from outside the GDR.

IDC Germany will soon release another report titled,"PC-Market Analysis and Software Market Analysis."It also plans a conferen on "User Cooperation," this "September in Berlin and a Germa Vendors Conferencein October, also in Berlin. IDC Germany will also translate reports into English. For more information, contact **Stefan Schroth** at IDC Germany, tel. 49-6173-70980, or fax. 49-6173-7098-30.

On line

ASK BILL

Q As a money man, where would you invest money today?

A I'll comment first on how the corporate funds are invested and then on how an individual might structure an investment portfolio.

Of necessity, a substantial percentage of corporate funds must be invested in highly liquid short-term investment instruments, which are highly rated in terms of safety of principal. These include commercial paper, certificates of deposit, short-term U.S. Treasury bills, intermediate-term U.S. Treasury notes, banker's acceptances, remarketable preferred stocks, and a host of other investment vehicles. The mix and length of maturity is a function of how one views interest rates. As a result of the current discussions between the administration and congressional leaders, it is safe to conclude there will be a tax increase in the U.S. that in turn will result in lower interest rates as the government reduces its appetite for debt. I would therefore be extending maturities when interest rates are easing and conversely, shortening maturities should interest rates start to move up.

For an individual, I would invest 50% in equities, 40% in fixed income and 10% in cash (money funds). On the equity side, I like recession-proof (e.g. pharmaceuticals, pollution control and packaged foods) franchise companies with a global presence. These would include McDonald's, Waste Management, Phillip Morris (for packaged foods, not tobacco), Bristol Myers Squibb and Eli Lilly. As to fixed income, I would invest in 4- 7-year intermediate treasury notes, which, assuming interest rates decline, will produce an increase in principal value along with providing a current yield substantially greater than the rate of inflation.

Naturally, I also include all of the disclaimers normally associated with providing investment recommendations.

Q Is the cost of entry into the computer publishing market in the U.S. today becoming prohibitive?

A The economics of launching a publication in one of the major sectors of the market may well have become prohibitive, unless of course the payback is out beyond the year 2000. To launch into what is a very competitive advertising market, combined with the enormous cost of developing a large paid circulation, is on a par with a climb up Mount Everest. Obviously, there are a number of opportunities in the "niche" areas, as evidenced by IDG's recent acquisition of *GamePro* and *SunTech Journal*.

Q What would you say are the five most important elements of a successful business plan?

A A thorough knowledge of the market the project is intended to serve. Conservative projections on achievable market share. A named "product champion" with good business skills, excellent knowledge of the market being served, and the ability to take the project from the embryonic to the mature phase. A conservative revenue and expense profile. A conservative cash flow defining maximum commitment and payback period.

Q What's your prediction on inflation for the next 12 months?

A In the U.S., we have a relatively stagnant economy with a good deal of unused capacity and little in the way of wage demands. That, combined with a desire on the part of the Federal Reserve Bank to reduce inflation, should keep inflation in the 4.5-5.0% range for the next year or so. This assumes we don't get a spike in oil, food or commodity prices.

Q If IDG saw a good acquisition opportunity, would it incur debt to take advantage it?

A I would not say IDG is in any way averse to debt, and certainly if the ideal opportunity came along and it required available cash resources along with debt, we would do the deal. As I have mentioned before, we do maintain lines of credit that are available should the right opportunity present itself. Having said that, I cite a quote from Mark Wossner, CEO of Bertelsmann, A.G., the $7 billion West German publishing company, "...the exorbitant purchase prices currently being asked by media companies means there is only a slight chance those investments would ever produce an adequate return. Thus, we will give priority to developing new opportunities related to our core businesses..." We concur with what he says.

Q A recent policy change now requires the funds for matching charitable gifts to come out of the operating unit budgets. Do you think this will lead managers to discourage employees from seeking matching funds?

A The reason for the policy change was that the program was unmanageable at the corporate level, and ran counter to the IDG spirit of decentralization. When the budgets of the operating units are approved, an amount is included for matching gifts. In that the funding is approved in advance, the unit managers should not in any way be discouraged from providing matching funds, at least to the extent of the budgeted amount.

* * *

Want to know what's going on at the top? IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy will take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.

CW Hits The Links at Annual Summer Picnic

Computerworld employees and their families enjoyed golf, volleyball and assorted water sports during the CW annual summer party on July 16.

Seven teams competed in the Florida Best Ball Golf Tournament, an event that was photographed and videotaped by the famous documentary team of **Mary Doyle** and **Frank Wielki**. President and publisher **Fritz Landmann** presented trophies to the top three teams and awards to winners of two special categories. **Carolyn Novak** captured the longest drive for women, and **Rick Ciliberto** won the men's division. Closest-to-the-pin awards went to **Nancy Percival** and **Dick Gilmore**.

The winners: (L-R) Matt Smith, Ron Stahley, Patty Faherty, and Hub Walker

Second place team members Audrey Shohan and John Watts take a break between holes. Teammates Glenn Rifkin and Bruce Marshall evaded the camera.

Third Place: (L-R) Dick Gilmore, Paul Bonarrigo, Sue Thaxter and Al Nelson

Human Resources News

NEW POSITIONS THIS WEEK July 30, 1990

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

LIBRARY MANAGER (IDC)

This position serves as the administrator of the library program and related services for IDC. Responsibilities include: development, implementation and evaluation of the library program; daily operation of the library; signing of purchase orders, requisitions, etc.; directing the technical service program for the library; ordering material for the collection; assisting with research needs of the analysts and other personnel and clients of IDC; recognizing the content of the research request and may refer the question to a DIALOG search; investigating and recommending the adoption of the latest technologies relating to library service. ALA-accredited M.L.S., 2 or more years experience with online searching, microcomputers and CD-ROM databases, excellent reference skills required.

DIRECTOR OF SERVICES RESEARCH (IDC)

Reporting to VP of Integration Research Services, will be responsible for management and direction of IDC's Customer Service and Support and Systems Integration/Professional Services Program. Responsibilities include: identification of issues for study, formulation of research topics with program staff, advising and guiding staff on research projects and client support, writing high level advisory bulletins, and overall responsibility for the programs' P&L. Will also represent IDC as speaker at industry events, client and prospect meetings, participate in activities designed to improve exposure and image of the services programs, and work with IDC sales force to identify potential customers and develop relationships within the services area. Requires significant successful experience in services marketing in a management capacity with a computer or communications vendor, systems integrator, or professional services firm, B.A. degree, and strong writing, speaking and interpersonal skills.

PRODUCTION MANAGER (PCW)

Will traffic editorial film, create book layout, form instructions to printer and press impositions, chair weekly issue status meetings, check printers blue lines, and keep Director of Manufacturing appraised of problems . Requires 4 to 5 years production experience, knowledge of prepress, printing and binding, and good managerial skills.

PRODUCTION COORDINATOR (PUB)

Will coordinate advertising and editorial materials for each issue of the *Publish* magazine. Specifically, will create ad/production report, inspect advertising materials for correspondence, work with advertisers, agencies, and vendors for requested alterations to ad materials, prepare ad and text sheets, make appropriate communications for late, missing, or corrected materials, assign, place, and keep log of reader service numbers, create instruction sheet and pull tear sheets for printer, as well as many other assigned duties. Requires time management and communication skills, knowledge of printing process and graphic arts, and the ability to work professionally.

SENIOR EDITOR (PUB)

Will develop editorial copy and act as a representative of *Publish* magazine. Specifically will provide input to staff regarding tone, content, and direction, assign articles, participate and plan issues and special projects, coach subordinates and freelance authors, develop and edit manuscripts, write articles as needed, keep informed of new developments in the field of desktop publishing, and attend and represent magazine in user groups, trade shows, fairs, and seminars. Requires a knowledge of the desktop publishing technology, good writing, editing, journalist, and analytical skills, a pleasant phone manner, as well as creativity and self-motivation.

ADMINISTRATIVE SALES ASSISTANT (PUB)

Will compile and send out media kits, maintain complimentary subscription list, photocopy, prepare client presentations, get correspondence out, assist clients by phone, organize magazine library, proofread and prepare new forms as necessary. Requires accurate typing (70wpm+), good communication skills, and general math skills. A college degree is preferred. Macintosh experience is helpful, but not required.

COPY EDITOR (CIO)

Will edit features, columns, and departments for style and clarity, monitor copy flow, proofread galleys, archives, and help to refine style guidelines. Requires 1 to 3 years of copy editing experience on a monthly or weekly publication and good attention to detail.

COPY EDITOR (CWPI)

Will edit *ComputerWorld* for style, grammar, consistency, and typos, produce and design pages, and directly work with editors. Requires a bachelors degree in Journalism, English, or related major, at least one year of copy editing experience, computer knowledge, and attention to detail.

ADVERTISING COORDINATOR (IFW)

Will provide support to the InfoMarket department. Requires a focused, detail and client oriented person. PC, Macintosh, and some production experience is helpful.

PRODUCTION MANAGER (IFW)

Will be the Production Manager for IDG Books Worldwide. Requires a detail oriented, self-starter with a minimum of 3 years experience in all phases of book production, project scheduling, prepress checks. Technical book experience is a plus.

Job Opportunities

Revised: July 30, 1990

Division	Title	Publication / Location	Contact / Manager	Phone
IDG	Computer Systems Operator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Dir. of Corporate Communications	Framingham, MA	W. Boyd	(508)875-5000
IDG	Research Analyst	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Staff Writer	*NetworkWorld*, Natick, MA	S. Perry	(508)935-4407
NWW	Features Editor	*NetworkWorld*, Natick, MA	S. Perry	(508)935-4407
IDC	Director of Direct Marketing	Framingham, MA	J. Willcox	(508)935-4325
IDC	Program Manager	Framingham, MA	D. Gold	(508)935-4633
IDC	Director of Services Research	Framingham, MA	R. Segal	(508)935-4321
IDC	Library Manager	Framingham, MA	S. Bitterli	(508)935-4416
CWPI	West Coast Sr. Correspondent	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Copy Editor	Framingham, MA	D. St. John	(508)879-0700
IDG/P	Administrative Assistant	*Sun Tech*, Peterborough, NH	G. Lodge	(603)924-9471
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editorial Assistant	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Advertising Coordinator	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
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PUB	Sr. Design Associate	*Publish*, Irvine, CA	S. Anderson	(714)833-3285
PUB	Administrative Sales Assistant(P/T)	*Publish*, Irvine, CA	L. Zimmerman	(714)833-3905
PUB	Senior Editor	*Publish*, Irvine, CA	J. Martin	(714)833-3297
PUB	Production Coordinator	*Publish*, Irvine, CA	J. Boyer	(714)833-3313
DNP	Classified Sales	*Digital News*, Boston, MA	N. Fling	(617)482-8470
DNP	Programmer (Pos. Avail. 9/1/90)	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
LINK	Research Analyst-Telecom Ind.	*Link Resources*, NY, NY	W. Miao	(212)627-1500
MAC	Senior Editor-Features	*MacWorld*, San Francisco, CA	A. Mello	(415)978-3246
CIO	Art Assistant	CIO, Framingham, MA	S. Bitterli	(508)935-4416
CIO	Copy Editor	CIO, Framingham, MA	L. McCreary	(508)935-4618
WEC	Conference Administrator	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Office Manager	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Senior Storage Analyst	TISC, Framingham, MA	S. Perry	(508)935-4407
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000

For more detailed information on these job openings, please contact the Human Resource Department of the respective division:

IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/TISC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Bitterli	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge	
	(603) 924-9471	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/ T.Ohara	Job Hotline
	(415) 978-3204	(415)978-3100
InfoWorld	Donna Vieraitis/ C. Schneider	Job Hotline
	(415) 328-4602	(415)328-9610 x621

COMPUTERWORLD
The Official Catalogue
MacWorld Expo '90
May 9, 10 & 11, Amsterdam

IDG chairman Pat McGovern stopped by the *Computerworld Netherlands* booth this spring during MacWorld Expo in Amsterdam. More than 20,000 visitors from Europe, Africa, Canada and the U.S. came to the show, the fourth MacWorld Expo to be held in the Netherlands. Over 80% of the attendees use Macintosh computers for business, and 50% of that group were directly responsible for computer purchases. General manager Wout Berends said that while his staff had just a short time to prepare for the show, everyone was very satisfied with the Expo. "I feel that the basis has been laid for success in the coming years," he said.

Dealing with the Scores Virus

This is the second in a series of articles on computer viruses that have affected Macintosh computers in IDG offices.

Profile and Symptoms: Scores does not intentionally try to damage anything; it only spreads itself. However, it does occupy memory and disk space, and this alone can cause problems. People have reported problems printing and using MacDraw and Excel. There are also several errors in Scores that could cause system crashes or other unexplained behavior. In addition, there is a serious conflict between Scores and Apple's system software release 6.0.4. Macs using System 6.0.4 that are infected with Scores cannot be repaired; instead, the System file should be replaced with a clean backup.

Remedy: There is an easy way to check for the Scores virus. Open the system folder and check the icons for the Note Pad and Scrapbook files. They should look like little Macintoshes. If they look instead like blank sheets of paper with turned-down corners, the system has been infected by Scores. Use programs such as Disinfectant (free), S.A.M. (Symantec Corp.) or Rival (Microseeds) to get rid of Scores. Vaccine 1.01 (C.E. Software) will prevent Scores from entering the system.

Noteworthy !

Maria Agnes Chico joins *Publish* as sales assistant/administration. Chico was previously at VICOM as an account coordinator. She has a B.S. in business administration with a concentration in marketing from San Francisco State University.

Richard Willoughby joins PCW Communications as director of Human Resources. For the past two years Willoughby owned a management consulting firm, and before that was personnel director with NBC in New York. He received his B.A. in English and German from Amherst College and an M.B.A. in organizational development from Wharton.

Formerly a reporter with the *Star Gazette* in Elmira, N.Y., **Alice Lesch** now joins the *Computerworld* copy desk as a copy editor. Lesch received a journalism degree from Syracuse University and her master's in creative writing from Boston University.

Mark Cappel joins *SunTech Journal* as senior editor. He was previously editor of *The Sun Observer*. Cappel will oversee new coverage and manage a staff of freelance writers. He received a B.S. in journalism from the University of Wisconsin/Madison.

Also new to IDG Peterborough's *SunTech Journal* is **David Richardson**. Richardson is responsible for advertising sales in the New England territory. He comes to IDG from McGraw-Hill, where he was district manager for *Data Communications*. Richardson received his B.S. and M.B.A. degrees from Boston College and is a member of the South End Historical Society in Boston.

Off line

Congratulations to Paul Mercer, winner of a fabulours Off line T-shirt. Thanks to the many readers who responded to this cartoon and gave the *World Update* staff more than a few giggles.

Next week, a new cartoon appears to test your imagination.

HONORABLE MENTIONS

"Boy! I guess they don't call it a *hot key* for nothing!"
- **Susan Collins**, *Network World*

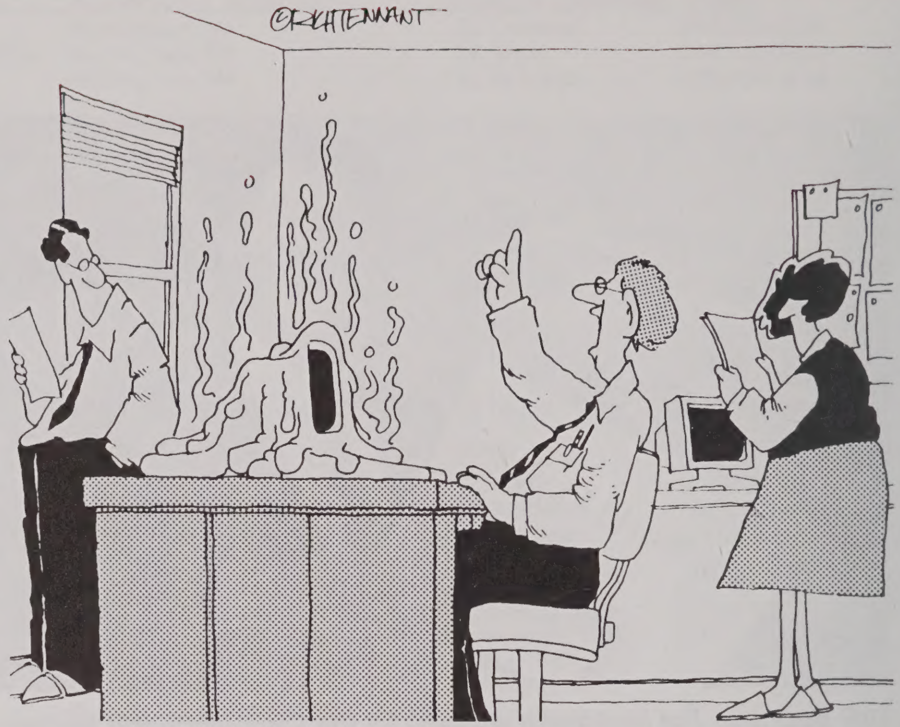
"Hey John, I've figured out the security code for that file labeled *Lucifer*."
- **Montgomery Scott**, *Direct Access* (Canada)

"Excuse me - how do I respond to an E-mail from Hell?"
- **Paul Desmond**, *Network World*

"All right!! Who let that pigeon in here!?!"
- **Francis Mao**, *GamePro*

"Is this what they mean by a GUI interface?"
- **Alec Brown**, IDG New Zealand

"Uh, excuse me. This is my first day on a PC and I'm having a little trouble logging on."
- **Carol Polack**, *Computerworld*



"Can I have a Coke and chips to go with this terminal melt?"

- **Paul Mercer**, *Computerworld*

"Tiny question."
- **Paul Young**, LINK Resources Corp.

"You know that 'melt-down' virus we were talking about..?"
- **Alistair Dabbs**, IDG U.K.

"Alert Marketing. There's a tiny flaw to correct before we launch Godiva terminals."
- **John Corrigan**, *Computerworld*

"Fenwick! Take this down. Note: never annoy your systems technician."
- **Carla Schneider**, *InfoWorld*

IDG *World Update*

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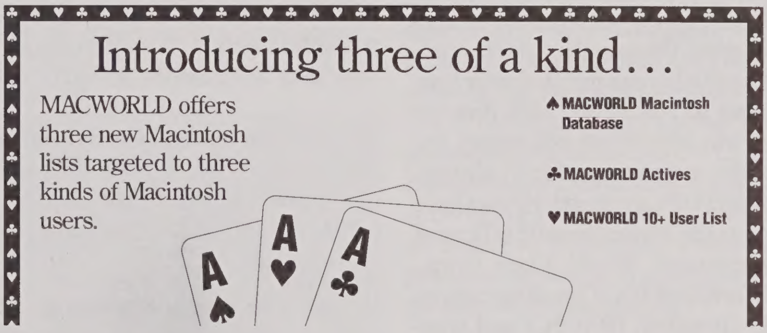
Communication is Key To Fighting Computer Viruses
- See Page 2

Axel Leblois Discusses Research Opportunities at IDC
- See Page 3

49 Days Left To Enter the 1991 Photo Calendar Contest
- See Page 5

IDG World Update
VOLUME 20, NUMBER 32
JULY 23, 1990

List Services Unveils New Products



Introducing three of a kind…

MACWORLD offers three new Macintosh lists targeted to three kinds of Macintosh users.

♠ MACWORLD Macintosh Database

♣ MACWORLD Actives

♥ MACWORLD 10+ User List

Part of the direct mail campaign for the *Macworld* lists

The phone's been ringing off the hook lately at IDG Communications List Services. The word is out about two new hot products, and an array of outside clients are clamoring to place their orders.

List Services has ventured into international direct marketing for the first time with the creation of the IDG International Database. This list of 246,000 names is built from the international subscribers to the U.S. editions of *PC World*, *Macworld*, *InfoWorld* and *Computerworld*; Macworld EXPO attendees; international names from the Installed Technology International Computer Executives Database and from the circulations of IDG international publications in the U.K., Austria, New Zealand, Hong Kong, the Netherlands, Argentina and Sweden.

The database includes names from 24 countries in Europe, South America, Scandanavia and the Pacific Rim.

Deborah Goldstein, director of List Services, said that putting the database together has been "a real exciting project," and she looks forward to working with even more publications to further expand the list.

"The primary people who'll rent this list are people in the U.S. who want to market their products internationally," Goldstein explained. "International direct marketing is just starting to build on revenue and reputation. Everyone is trying to get themselves positioned before 1992 when the European borders open up."

Goldstein expects that the database users will most likely be publications such as *USA Today*, *Business Week*, and *Scientific American*, as well as producers of international seminars and trade shows. List Services will also market the product to international list brokers and mailers in the U.S.

Goldstein credits **Frank Cutitta**, president of International Marketing Services, with helping List Services contact U.S. companies interested in international marketing. She said the IMS promotion list of U.S. companies that advertise in IDG's international books was extremely useful.

"**Walter Boyd** was also very helpful in facilitating this project," Goldstein added. "He gave the project corporate clout by contacting IDG's international presidents, and as a result, we had a significant number of contributors to the list."

The other new offering for List Services is the *MACWORLD* Macintosh Database, a complete product line of three unique lists targeted to three kinds of Macintosh users. The database includes 523,000 Mac users from the *MACWORLD* subscriber base, 50,000 professionals responsible for purchasing 10 or more Macs for their company, and 225,000 active corporate buyers and home users. Each list can be broken down into at least three different profiles.

Promotion for the Mac lists started in

- SEE PAGE 4

Communication is Key to Fighting Viruses

During the past few months, IDG offices in the greater Framingham area have been hit with a rash of viruses, but it's the computers, not their human operators, who have been the primary victims.

A computer virus is a self-modifying, parasitic program that copies itself onto (or infects) other programs without the user's permission. While some viruses are benign, that is, they don't damage computer files, malignant viruses do exist. These malignant viruses can cause serious harm to computers—such as erasing files from a hard drive or damaging applications so those applications won't work.

Viruses most commonly take their toll by causing people to lose valuable data files or application files. But there's a more human toll: lost manpower, not to mention user frustration when the usually reliable computer acts unreliably as a result of infection.

According to IDC/IDG MIS director **Bob Merrick**, Macintosh computers appear to be the most vulnerable to viruses. Macs afflicted with computer viruses have been found at the Massachusetts offices of IDG headquarters, World Expo Corp., *Network World* and IDG Communications Research. However, IBM PCs and compatibles are not invulnerable to computer virus attacks.

He recommends several preventive steps users can take to ensure their computers don't get infected.

First, and most important, back up. Do this frequently, and save more than just your most recent backup. Also, make a backup copy of your uninfected system folder. If your computer does get infected, you can use that backup copy to replace the infected system.

Second, obtain an anti-virus program that can prevent, detect, and/or cure infection. For example, several Mac anti-virus programs automatically scan disks for infection as disks are inserted into floppy drives. Other programs keep careful watch over the Mac System file to make sure nothing suspicious is added as you run a program. Examples of Mac anti-virus programs include Vaccine (free), Virus Detective (shareware), Disinfectant (free), Eradicat'Em (free), GateKeeper (shareware), S.A.M. from Symantec (commercial), Rival from Microseeds (commercial), and Virex from Microcom (commercial).

Third, be cautious with new programs, especially if you're sharing software and floppy disks with other users. Don't rush to put new software—especially programs obtained from bulletin boards or information services—on your hard disk immediately. Although most major companies that run information services, such as CompuServe, GEnie and Delphi, now run daily scanning programs on their systems to detect viruses, you should still keep unchecked software on floppy disks until you yourself have checked it for possible infection. Some viruses activate only after an extended period of time.

Fourth, never work with original master disks of applications. Instead, write-protect a master disk by sliding the lock tab in the upper right-hand corner of the floppy so that the hole is open, not closed. (By write-protecting a disk, you ensure that no information gets written to it.) Then make copies of those master disks, and use those copies to install and run programs.

Merrick stresses that the most important action people can take when they encounter a problem they think is caused by a virus is to tell everyone they work with, especially the person in charge of systems. "People don't understand the consequences of keeping quiet about virus problems," Merrick said. "With a little prevention up front, at least we can save most of the files."

Bob Merrick and Brita Meng, Macworld*'s senior associate editor/East Coast, contributed to this article.*

Here are some symptoms of the WDEF virus and some preventive or curative measures that may be taken to combat it. Anti-virus programs appear frequently, so it's important to make sure you have the most recent release.

WDEF

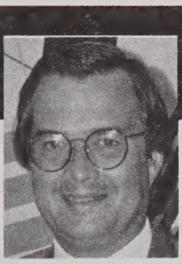
Profile and Symptoms: WDEF only infects the invisible Desktop files used by the Mac Finder. Unfortunately, with few exceptions, every Macintosh disk—hard drives and floppies—contains one of these files. WDEF does not infect applications, document files, or other system files. Unlike the other viruses, it is not spread through the sharing of applications, but rather through the sharing and distribution of disks, usually floppy disks. It is not necessary to run a program for WDEF to spread. As a result, it's probably the most virulent of Mac viruses.

Although it does not intentionally try to do any damage, WDEF contains errors that can cause very serious problems. In particular, the virus causes both the Mac IIci and the portable to crash almost immediately after insertion of an infected floppy. WDEF also causes other Macs to crash much more frequently than usual, and it can damage disks. The virus also causes problems with the proper display of font styles—especially outline fonts like those used with Adobe Type Manager.

This is the first in a series of occasional columns about computer viruses. When IDG offices are hit with a new or particularly disruptive virus, IDG World Update will publish information about the problem and suggestions for avoiding or eradicating it.

On line

ASK AXEL



Q How is managing IDC different from managing IDG Communications?

A IDC activities are very different from publishing. Most IDG colleagues only see single reports and market forecasts prepared by IDC. However, this is only the tip of the iceberg. A lot of our resources are allocated to advisory services and consulting activities which, together, represent 95% of IDC's business. Therefore, managing IDC is close to managing a service company as far as people's time, customer relations and project management are concerned.

However, the same basic rules of accountability, decentralized management style and quality control, which characterize all IDG activities, are applied at IDC. IDC is a very complex business which requires a lot of management attention to ensure success.

Q How do you allocate your time between IDC and IDG ?

A Roughly two-thirds of my time is given to IDC. I sometimes feel that my commitment to company matters takes up 150% of my time, with 100% devoted to IDC and 50% to IDG! There are many benefits when it comes to participating in the decisions of the Executive Committee; being close to IDC research provides direct access to critical technology and market information, and it also helps develop contacts within the computer industry at very high levels.

Q What new research opportunities do you see for IDC?

A I believe that we have the best portfolio of research programs we could wish to have. The best opportunity for IDC in the U.S. and elsewhere in the world is to better leverage its existing resources. This can be achieved by creating better teamwork across countries and developing worldwide standardized data, analysis and forecast methods.

This year's development of worldwide advisory services teams will help this process. We are in a global market and need to take advantage of our strong international presence more effectively.

Q After four years in the U.S., what do you miss most from your native France?

A The language. It still requires extra effort to listen and communicate effectively in English. My colleagues, however, have adjusted very well to the French accent!

Other than that, we are fortunate to live at a time when transportation, communications and international trade lessen the distance between the two countries. We don't feel the separation as sharply as the last generation of European immigrants to America. My wife is able to shop in Boston and in Paris. Our kids call their grandparents on the phone and travel alone across the Atlantic. Not very romantic but quite remarkable when you think about it!

Q What kind of person makes a good IDC researcher?

A One needs to be very independent-minded, to have the intellectual curiosity to challenge facts and statements constantly. It's not easy, and it requires a lot of energy and creativity to gather, check and organize information. One also needs to have a very high sense of responsibility, because our customers rely on us to make critical decisions about their businesses every day.

Above all, it is necessary to really like the business we are in: one needs to support our customers at all times with dedication, and to take initiatives to help them beyond our normal work when it is needed. Obviously, high professional ethics are a must, as most research done at IDC is of a strategic nature with many customers sharing confidential proprietary information with us.

Q What are the three most interesting and provocative technologies you see on the horizon today?

A Input technologies such as handwriting recognition, voice recognition and scanning technologies will considerably broaden the usage of personal computers within the next two years. Storage technologies with optical disks and data compression techniques will make personal storage devices a key component of the future Personal Information Center (PIC), the logical heir of today's PC. The processing performances of PCs and of all types of computers have outgrown today's networking technologies. Fiber optics are an attractive technology which can be a potential big winner if connectivity issues are resolved economically.

But the most provocative breakthrough will be the satellite-based world cellular phone project recently announced for 1996. Whether you sit at your desk, on top of Mount Everest or in your car in Siberia, you will be able to dial up anybody anywhere in the world with a pocket phone and your fax or laptop if you wish.

■ ■ ■ ■ ■ ■

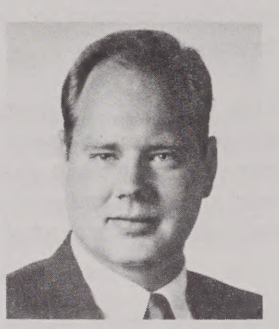
Want to know what's going on at the top? IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy will take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.

Noteworthy!

Jeffrey Erickson has been appointed director of marketing for *Publish* magazine. In his new position, Erickson assumes responsibility for market research, advertising, public relations, trade shows, promotion and special events for the leading desktop publishing, presentations and multimedia magazine.

Erickson moves into his new post after two years with *Publish*. He has served as national client services manager and account manager with sales responsibility for high-technology companies in the Bay Area, the northwest, the mountain states and western Canada.

A veteran with more than 12 years of experience in marketing and sales, Erickson has worked independently and also held management positions with Hewlett-Packard, Vector Graphic, Management Analysis Company and *MacUser* prior to joining *Publish*. He has an M.B.A. from UCLA and a bachelor's degree from Northwestern University.



Jeffrey Erickson

* * *

Also at *Publish*, **Orna Izakson** has been hired as the assistant to editor-in-chief **Sandra Rosenzweig**. Izakson has a B.A. in film studies from Wesleyan University and enjoys making and watching films, photography, travel and writing.

* * *

Loel Westermann joins List Services as list services coordinator, with responsibility for sales and customer relations. He comes to IDG from Cable & Wireless, where he sold long-distance voice and data communications. Westermann received a B.A. in psychology from Curry College.

* * *

Stefan Eleischhacker joins IDG Germany as circulation manager overseeing all marketing aspects for IDG Germany's magazines. Prior to joining IDG, Eleischhacker was circulation manager at Bonner Energie-Report-Verlag GmbH. Eleischhacker graduated from the Chamber of Industry and Commerce specializing in commerce and advertising. He enjoys traveling and sports.

LISTS

- FROM PAGE 1

June, and List Services has already realized thousands of dollars in sales.

"These three products are a powerful statement for Macintosh direct marketers," Goldstein said. "We had multiple orders the minute the lists were available. *MACWORLD* covers the market and not only dominates its position in the advertising market but continues with its domination in the direct marketing industry as well."

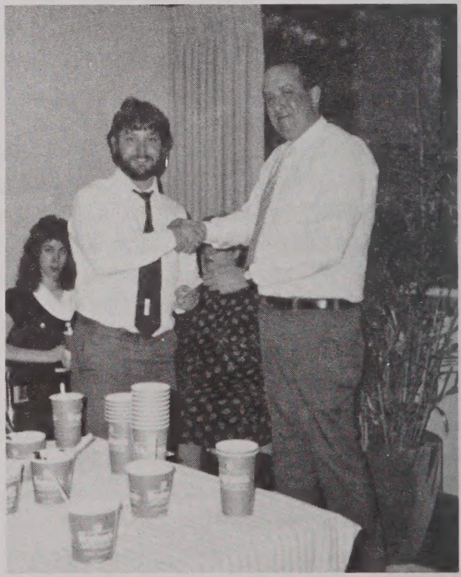
Other IDG business units may find either the international database or the MACWORLD lists useful for their own promotion efforts. *Computerworld*, for one, has already used the international list. In-house users can avoid the regular price and rent any list for the running costs alone. List Services, which currently manages 15 lists, offers IDG employees the convenience of going to just one source for a variety of database needs.

IDG Headquarters Honors AIDS Fund-raising Team

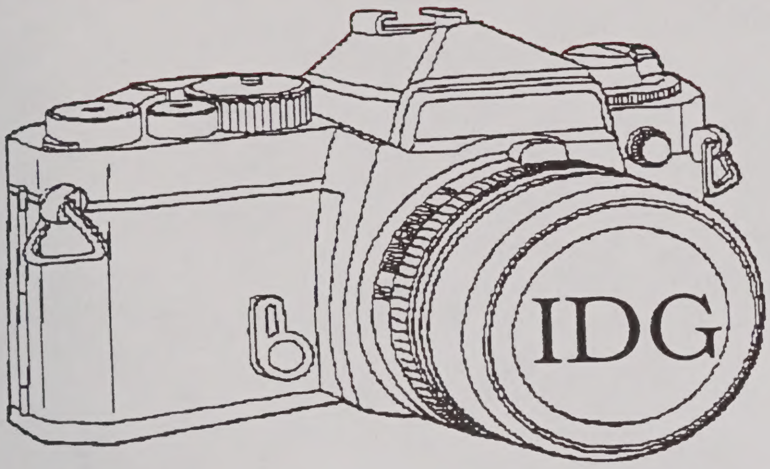
IDG controller **Ted Bloom** recently presented a gift certificate for a Nantucket Island vacation to **John Robison**, the IDG corporate employee who raised the most money for the "From All Walks of Life" AIDS fund-raiser in Boston last month. Robison, a credit analyst for *PC World*, raised $315 and had that amount matched by IDG for a total of $630.

The corporate office held a "make your own sundae" ice cream party earlier this month to thank the more than 40 corporate staff members who raised over $5,000 to benefit AIDS care and research.

The final tally for all participating IDG employees was more than $60,000, including matching grants.



John Robison (left), Ted Bloom



Don't miss your chance to enter the 7th annual IDG Photo Calendar Contest. The subjects are up to you. Twelve outstanding photos will earn a place in the 1991 Calendar.

- Winners will receive:

1st prize	US$250
2nd prize	US$100
3rd prize	US$75
Honorable Mention (9)	US$50

- All photos will be judged by a panel of IDG representatives.
- Submit up to two color or black-and-white glossy prints or 35mm slides. Photos must be submitted as developed; no retouching will be allowed. Photos will only be returned upon request.
- Entries must be clearly labeled with your name, business address, and telephone number.
- Please send photos to:

IDG Photo Contest
c/o Deborah Butler
International News Group
41 West Street
8th Floor
Boston, MA 02111

Entries must be received by September 10, 1990

Calendar 1 2 3

- **August 8-11**
  Macworld Expo
  Boston, Mass.
  Contact: Jeff Arcuri
  Tel. (617) 361-8000
- **August 12-15**
  PC Communications Technology '90
  Melbourne, Australia
  Contact: U.S. Consulate, Melbourne
  Tel. 61-3-697-7900
- **August 23-26**
  Comtec '90
  Singapore
  Contact: U.S. Embassy
  Tel. 65-338-9722
- **August 27-31**
  Informatica '90
  Brazil
  Contact: U.S. Embassy, Brasilia
  Tel. 61-321-7272

Clarification

In last week's *World Update*, the captions for the World Expo Corp. photos on page 2 should have included the staffs' specific areas of responsibility: (top photo) Portable Computing and Communications, IDC Conferences, CD-ROM Expo, Macworld and international shows; (bottom photo) Communications Networks, Communications Networks West, Network Management Solutions, and Network Computing Forum.

Also, Richard Caplan's name was inadvertently misspelled.

Do-er's profile

PAULA MARCOTTE

•PROFESSION: Business Manager, ITI

•AGE: 26

•DREAM DESTINATION: Australia

•FAVORITE SPORT: "Lifting with free weights, and I've just started playing tennis."

•FAVORITE AUTHOR: Stephen King

•WHAT CELEBRITY WOULD YOU MOST LIKE TO MEET? "For musicians, probably Bruce Springsteen or members of U2. On the political side, Nelson Mandela."

•FAVORITE MOVIE: "I see a lot of movies, but I think my favorite of all time is the Wizard of Oz. I even have the video!"

•DREAM CAR: A black BMW convertible

•FAVORITE FOOD: "Anything Italian"

•LATEST ACCOMPLISHMENT: "Coordinating the logistics for our upcoming move, which means dealing with carpenters, electricians, other vendors and plans for the space layout. You wouldn't believe what it takes just to move upstairs!"

•PROFILE: Contagious energy, committed and dependable.

IDG *World Update*

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IDC Washington, *FCW* Team Up For Conference
- See Page 4

***Digital News* Flies High**
- See Page 5

ITI Launches Quarterly Newsletter
- See Page 6

IDG *World Update*

VOLUME 20, NUMBER 31 **JULY 16, 1990**

World Expo Corporation Reorganizes

Cherif Moujabber, president and CEO of World Expo Corporation, announced on June 29 that the company had completed an internal reorganization. The changes bring under one umbrella a number of previously independent groups in an effort to foster growth, form one team, and become the No. 1 trade show company in the information technology industry, according to Moujabber.

"The reorganization was implemented to increase productivity and expand our international and domestic product lines," Moujabber explained.

A newly formed executive committee consisting of Moujabber; **Patrick Dexyl**, vice president Europe; **Bill Leitch**, senior vice president; **Richard Caplin**, executive vice president U.S.; and **Bill Sell**, vice president planning and operations, has established goals and set objectives for WEC worldwide.

(Clockwise from left) Bill Sell (seated), Cherif Moujabber, Bill Leitch and Richard Caplin

PRODUCT-SPECIFIC GROUPS

Review of the management system was the foundation for the internal restructuring. Before the reorganization, each event required the participation of the entire group. Now, product-specific groups have been formed resulting in the events being driven by a smaller, more focused show team.

"Everyone reacted positively as the wheels were put in motion and each person learned their role in the revised structure and saw new opportunities for personal as well as corporate growth," Moujabber said.

For North America, Caplin will be in charge of WEC's activities as well as overseeing the sales and marketing of events. Leitch will be responsible for conference planning and development, and Sell will oversee operations.

Leitch's move to senior vice president of WEC will expand his responsibilities to include increasing WEC's market share overseas. "It's rare to find an individual with the breadth of knowledge that Bill has and we plan on making the most of his expertise. In addition to his domestic responsibilities, Bill will be involved in the area of greatest growth, our shows in Europe and Asia," Moujabber noted.

Product managers, individuals with P/L

- See Page 2

World Expo

- FROM PAGE 1

responsibility and experience in all aspects of show production, will head each event and report to one of the three vice presidents. In turn, four to five team members will report to each product manager, with responsibility for specific areas including marketing, sales, operations and conference program planning.

MORE EFFICIENT STRUCTURE

"The objective of the reorganization was to create a more efficient management structure, get closer to our customers, become more efficient operationally and financially and make these changes with minimal disruption to ongoing work. We succeeded on all accounts," Sell stated.

By concentrating on "product specific" projects the team members will develop more expertise in the different areas of trade show production and become more knowledgeable about the markets their shows serve.

"New people bring new ideas and new ways to approach projects," Leitch observed. "To achieve a single presence and to fulfill our mission, a stronger foundation had to be formed."

Employees helped to quicken the reorganization by raising immediate individual and group concerns and cooperating in the overall effort. Moujabber noted that the group productivity, flexibility, and attention to time elements made the reorganization that much easier.

CREATING TIES WITHIN IDG

Caplin believes that it is also important to establish working relationships with other IDG units. "Synergy between publishing and trade shows will benefit all aspects of IDG as a corporation. A priority for WEC is to create closer ties with other IDG units to create new sources of revenue for WEC, IDG's publishing units and IDC."

Leveraging strength with IDC is also part of this growth and synergy. World Expo anticipates promoting the IDC briefing sessions, and, in the process, expanding its knowledge base through contact with vendors, clients and the IDC research client base. The association with IDC's 37 in-house customers also promises new ideas for the development of future expos.

Dexyl noted that the new structure will allow more energy to be devoted to international markets, an area in which WEC plans to expand quickly. Czechoslovakia and Hungary, with expos planned for May 1991, are among the new markets that have been targeted.

"To find a partner in each country is our main goal. We cannot expect to be experts in new territories," Dexyl said.

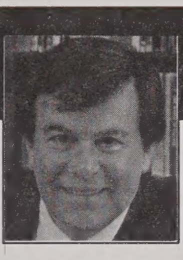
WEC has set high goals and standards and is well on the way to achieving them. Profits are expected to continue growing at a rapid pace and with a newly reorganized structure, World Expo Corp. is likely to achieve its goal of becoming the No. 1 trade show company in the information technology industry.

Sales and marketing staff

Operations and planning staff

On line

ASK PAT



Q IDG has recently signed license agreements in several Eastern European countries including Poland and Czechoslovakia. Can you briefly describe the state of the high-tech industry in these areas and the information needs of the target IDG audiences?

A I have found over the years that the best indicators of a good market for IDG information services is the degree of enthusiasm people in a country have to learn about information technology and its benefits, and their preparedness to understand and use this information effectively. In countries such as Poland and Czechoslovakia, there is a strong educational system, with an emphasis on science and technology. Their preparedness for ideas is well in advance of the technical tools they now have to use. Their local industry has not developed semiconductor manufacturing capacity or precision electrical mechanical assembly techniques to allow them to manufacture state-of-the-art computers. However, given the amount of international aid and support being made available to these countries, I expect very rapid progress. Removal of export restrictions allows them to bring in some of the very latest computer and communications hardware and software. Supported by the type of information that IDG publications and services can provide, I believe that within five to seven years they will catch up to the availability and level of usage of information technology that is now prevalent in Western Europe.

Q IDG is a half-billion dollar company with no debt. Can you envision any scenario under which IDG would willingly incur debt?

A IDG's cash assets and current profitability allows us to fund the expansion of our current activities and the new start-ups we expect to undertake to achieve our long-term goals. We would consider borrowing funds from financial institutions if we wished to make a major acquisition for cash. However, our philosophy is to grow from within whenever possible, and we do not anticipate the need for such a large cash acquisition of another business in the foreseeable future.

Q In the 25 years since you founded IDG, there are obviously many, many, many successes. Do any in particular stand out?

A There have been many, many successes; really too many to single out a few as being more important than others. In fact, it often takes 10 to 15 years to fully appreciate the magnitude of the success of the projects that one is involved in today. So, one's degree of satisfaction with the success of the projects in a rapidly growing company like IDG builds over time.

Q How did you come to create the 10 corporate values?

A The 10 corporate values were derived from my basic beliefs about trusting people, and providing the training, resources and opportunities to achieve their potential. Equally important is remembering that the success of any business depends on its ability to create and sustain happy customers. I was asked to put these ideas down on paper as specific corporate values in the 1970s as part of our long-range planning program.

Q Why 10?

That's just the way it happened to turn out. I felt that each of the 10 values needed to be separately stated, so I could not come up with less than 10. Other statements of value were considered, but I found each of them to be a rephrasing of an idea contained in one of the 10 basic values.

Q Have you ever been tempted to add any corporate values to the existing 10?

A Some have been suggested from time to time, but I found that the ideas involved were already covered by one of the 10 basic corporate values.

Q With the recent investment in ExecuTrain, IDG now has a foothold in the PC training field. In what, if any, other new areas do you envision IDG expanding?

A I envision IDG expanding into such new areas as the creation and operation of electronic marketplaces. With the advances in computer-based communications networks, we will have the opportunity to deliver more and more of our information services to our readers electronically. Our readers tell us they rely upon our information to decide what products to buy, and from whom to make the purchase. Since they will be receiving this information electronically, we can extend our service to them by allowing them to place their requests for further information and their orders directly to any supplier worldwide. This could greatly increase the efficiency of the marketing and distribution process for information technology products, creating cost savings for our readers, and more efficiency for the computer industry.

Q What are the three most potentially interesting technologies you see on the horizon today?

A Voice recognition, interactive multimedia presentations and advanced computer-aided software engineering technology.

■■■■■

Want to know what's going on at the top? IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy will take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.

IDC Washington, *FCW* Collaborate on Conference

The 1990s promise an unprecedented explosion of computer and communications technology in the U.S. federal marketplace. Yet, experts caution that the lure of innovation must be balanced by an informed, strategic approach to acquisition and management.

In response to this scenario, IDC Washington and *Federal Computer Week* teamed up to produce a conference designed to help federal decision makers reap the benefits of product innovation while minimizing its inherent risks. "Federal Systems '90" attracted close to 200 high-level information technology executives, about 75% from federal agencies and 25% from the vendor community.

The event, the first large-scale collaborative venture between the two companies, served as IDC Washington's annual Spring Executive Conference.

The four-day conference opened with introductory speeches by IDG chairman **Patrick J. McGovern** and Raymond J. Noorda, president and CEO of Novell, Inc. Conferees gave high marks to the 11 sessions presented by IDC Washington's senior researchers on new technological developments that affect the federal government's use of information processing resources.

"The potential for gaining valuable insight from IDC Washington experts and other conference participants certainly justifies time spent attending the conference," one senior-level government attendee said on his evaluation form.

Panels moderated by **Edith Holmes**, editor of *Federal Computer Week*, and **Dr. Robert Deller**, vice president of research at IDC Washington, received particularly high ratings from the attendees.

During Holmes' panel, "Innovation and the Acquisition Process: Assessing the Realities," high-level government officials and industry representatives both agreed that the current system has too many requirements, too many lawyers, and too little common sense, in addition to its time-consuming and often politically influenced process. The group concluded that government must take risks if agencies are to cope with and change that process. Among the risks mentioned were the continued and increased use of functional specifications, a shift in focus from hardware to software and services in evaluating system proposals, and an emphasis on live test demonstrations and similar measures of a company's ability to perform.

In an *FCW* editorial following the conference, Holmes urged the senior information resources management community to take responsibility for changing the system. "One attraction of public service is the ability to make a difference," she said. "No where is it needed more than in high-tech acquisitions."

Deller's panel featured IDC Washington research directors **Eric Kestler, Mike Goldstein, Mike Morris, Richard Pereles, Eben Townes** and **Larry Willets**. The group responded to a variety of questions, including the consolidation of Department of Defense computer operations, mainframe directions, the future of DOS and Unix and graphical user interface standards.

"Technologies will continue to emerge at rates faster than any organization can respond," Deller noted. "Organizations must track these breakthroughs in order to anticipate future solutions to unresolved needs."

The group observed that acquisition policies must be responsive to organizational needs, and the procurement process must be redefined to permit organizations more flexibility in obtaining technologies necessary to achieve their goals.

Attendees had a chance to mingle with their peers during an evening clambake, golf, tennis and visits to the Taj Mahal casino in Atlantic City, N.J.

The next IDC Washington Executive Conference, "Integrating Systems and Solutions: IT Strategies for Business Success," is scheduled for November 4-6 in Hilton Head, S.C.

Calendar 1 2 3

- **July 17-19**
  The Macintosh New York Conference
  Contact: Macintosh New York
  Tel. (617) 290-0400

- **July 26-28**
  Computing '90
  Wellington, New Zealand
  Contact: U.S. Embassy, Auckland
  Fax: 64-4-781-701

- **July 26-29**
  AsiaComm '90
  Bangkok, Thailand
  Contact: U.S. Embassy, Bangkok
  Tel. 66-2-253-4920

- **August 8-11**
  Macworld Expo
  Boston, Mass.
  Contact: Jeff Arcuri
  Tel.(617) 361-8000

- **August 12-15**
  PC Communications Technology '90
  Melbourne, Australia
  Contact: U.S. Consulate, Melbourne
  Tel. 61-3-697-7900

- **August 23-26**
  Comtec '90
  Singapore
  Contact: U.S. Embassy, Singapore
  Tel. 65-338-9722

- **August 27-31**
  Informatica '90
  Brazil
  Contact: U.S. Embassy, Brasilia
  Tel. 61-321-7272

- **August 31-September 2**
  SIBTA '90
  Seoul, South Korea
  Contact: U.S. Embassy, Seoul
  Tel. 82-2-732-2601

Human Resources News

NEW POSITIONS THIS WEEK July 16, 1990

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

DIRECTOR OF CORPORATE COMMUNICATIONS (IDG)

Will be responsible for overseeing and coordinating IDG's press relations, internal communications, and customer communications. This position reports directly to the Chairman of the Board of IDG. Will organize and manage awards and recognition programs and oversee other key aspects of an effective corporate communications program on a global basis. Must have substantial experience in coordinating the time and schedule of senior executives in dealing with the press relations, speech preparation, scheduling, and presentations. Requires someone willing to put in long hours, travel extensively, and be able to work in an organized and reassuring fashion in a dynamic environment.

RESEARCH MANAGER (NWW)

Will coordinate all custom, advertising, editorial, and marketing research studies, conduct analysis of key subscriber data, develop tactical plans to increase growth and sales, and be directly involved in strategic planning relative to marketing development/implementation/evaluation. Requires a degree in marketing, minimum of four years market research experience, and excellent quantitative, oral, and written skills.

SENIOR STORAGE MARKET ANALYST (TISC)

Will generate residual value forecasts for the major storage vendors, closely monitor the secondary market for the major storage vendors, contribute to the writing of the *IBM Residual Value Report* which is published three times a year, produce timely residual value updates and/or bulletins, and provide client support. Requires a college education, three to five years related experience, a solid understanding of the major storage market vendors, strong analytical, written, and communication skills.

WEST COAST SENIOR CORRESPONDENT (CWPI)

Will have regular contact with leading systems software and applications software companies, ensure timely reporting of products under development, incisive analysis of the impact those products may have on the corporate computing environment, develop contacts among Information Systems executives and managers, and meet end-user computing requirements. Requires a bachelors degree in English or Journalism, four years of reporting experience with at least two at a computer publication, and previous publishing employment with high productivity and the ability to cultivate sources.

ASSOCIATE EDITOR (CWPI)

Will devise schedules of topics subject to approval by the Features Editor, review unsolicited contributions, assign articles to freelance writers or staff members as necessary, write articles, maintain backlog of articles for each section, edit articles on a weekly production schedule, arrange for art work, write blurbs about columns, and administer the paperwork for payment and securing copyrights. Requires a bachelor's degree and at least two years of copy editing experience along with a working understanding of the computer industry. Writing skills are essential.

COPY EDITOR (PCW)

Will copy edit editorial manuscripts for spelling, grammatical, and syntactical accuracy, house style, tone, logic, and consistency, make all copy editing corrections, format galleys to conform to magazine's specs, prepare copy for typesetting, proofread, coordinate art and production elements, consult with editors and authors as necessary, write titles, sublines, captions, and miscellaneous copy as needed. Requires two to three years experience copy editing and proofreading, experience in copy editing for a monthly publication, good working knowledge of the Chicago Manual of Style, and the ability to work well under pressure and adhere to monthly deadlines.

SENIOR DESIGN ASSOCIATE (PCW)

Will electronically design and produce features and departments within the magazine's established design guidelines, ensure that production deadlines are met, electronically prepare output, text, illustrations and screen shots to go straight to film, size and prepare photographs and illustrations for separation, maintain color out deadlines, create technical art, tables, figure charts and graphs, and other responsibilities as assigned by supervisor. Requires an expertise in using desktop publishing technology, three to five years graphic design experience, preferably in the editorial field.

EDITORIAL ASSISTANT (IFW)

Report to the Managing Editor of the news room, will coordinate and organize departmental meetings and perform general clerical work. P.C. and ATEX knowledge is helpful.

Job Opportunities

Revised: July 16, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Computer Systems Operator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Dir. of Corporate Communications	Framingham, MA	W. Boyd	(508)875-5000
NWW	Staff Writer	*NetworkWorld*, Natick, MA	S. Perry	(508)935-4407
NWW	Features Editor	*NetworkWorld*, Natick, MA	S. Perry	(508)935-4407
NWW	Research Manager	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
IDC	Director of Direct Marketing	Framingham, MA	J. Willcox	(508)935-4325
IDC	Program Manager Macintosh Res.	Framingham, MA	J. Brigham	(508)935-4231
IDC	Program Manager	Framingham, MA	D. Gold	(508)935-4633
CWPI	West Coast Sr. Correspondent	Framingham, MA	P. Bartolik	(508)879-0700
CWPI	Associate Editor	Framingham, MA	G. Rifkin	(508)879-0700
IDG/P	Administrative Assistant	*Game Pro*, Redwood City, CA	G. Lodge	(603)924-9471
IDG/P	Administrative Assistant	*Sun Tech*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Technical Editor	*InCider*, Peterborough, NH	G. Lodge	(603)924-9471
IDG/P	Editor-in-Chief	*InCider*, Peterborough, NH	G. Lodge	(603)924-9471
IFW	National Sales Director	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Copy Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editor	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
IFW	Editorial Assistant	*InfoWorld*, Menlo Park, CA	D. Vieraitis	(415)328-4602
PCW	Associate Publisher-Sales&Mkt.	*PCWorld*, San Francisco, CA	T. O'Hara	(415)978-3204
PCW	Marketing Communications Mgr.	*PCWorld*, San Francisco, CA	T. O'Hara	(415)978-3204
PCW	Circulation Assistant	*PCWorld*, San Francisco, CA	T. O'Hara	(415)978-3204
PCW	Copy Editor	*PCWorld*, San Francisco, CA	T. O'Hara	(415)978-3204
PCW	Sr. Design Associate	*PCWorld*, San Francisco, CA	S. Anderson	(415)978-3285
DNP	Classified Sales	*Digital News*, Boston, MA	N. Fling	(617)482-8470
DNP	Programmer	*Digital News*, Boston, MA	A. Towl	(617)482-8470
DNP	Marketing Director	*Digital News*, Boston, MA	D. Egan	(617)482-8470
LINK	Research Analyst-Telecom Ind.	*Link Resources*, NY, NY	W. Miao	(212)627-1500
MAC	Senior Editor-Features	*MacWorld*, San Francisco, CA	A. Mello	(415)978-3246
MAC	Administrative Assistant P/T	*MacWorld*, San Francisco, CA	S. Ginenthal	(415)546-7722
CIO	Art Assistant	CIO, Framingham, MA	S. Bitterli	(508)935-4416
WEC	Marketing Assistant	Framingham, MA	M. Cornetta	(508)935-4734
TISC	Production Coordinator	TISC, Framingham, MA	J. Sparre	(508)935-4649
TISC	Senior Storage Analyst	TISC, Framingham, MA	S. Perry	(508)935-4407
U.K.	Start Up Opportunity	London, U.K.	W. Boyd	(508)875-5000

For more detailed information on these job openings, please contact the Human Resource Department of the respective division:

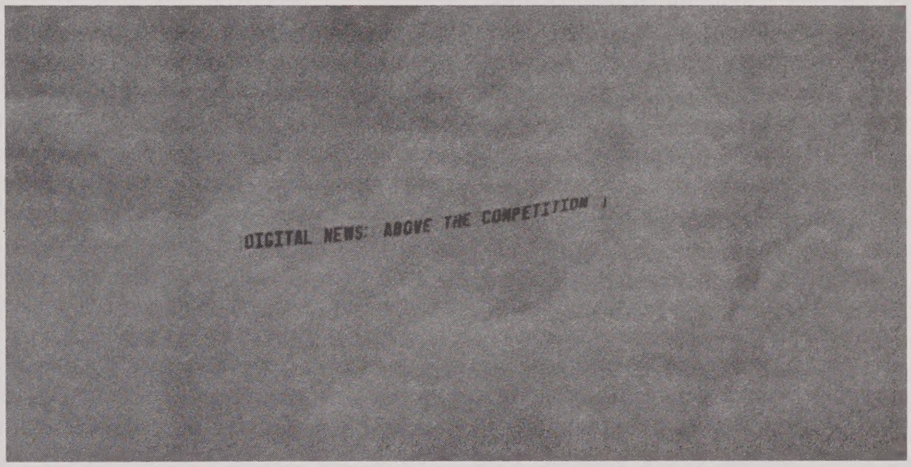
IDG/IDGCI/WEC/ITI	Susan Perry / Mary Cornetta	
NWW/TISC	(508) 875-5000	
IDC/IDCW/CIO/FCW	Elaine Ouellette / Susan Bitterli	
DN	(508) 872-8200	
CW	Pam Caplin / LuAnn Nightingale	
	(508) 879-0700	
IDGC/Peterborough	Gloria Lodge	
	(603) 924-9471	
Macworld	Shelly Ginenthal	Job Hotline
	(415) 978-3203	(415)978-3100
PCWorld/Publish	Richard Willoughby/ T.O'Hara	Job Hotline
	(415) 978-3204	(415)978-3100
InfoWorld	Donna Vieraitis	Job Hotline
	(415) 328-4602	(415)328-9610 x621

It's A Bird! It's A Plane! No, It's *Digital NEWS*!

When **Laurel Peddie**, sales operations manager at *Digital NEWS*, found out that Cahners-Ziff rival *Digital Review* was planning to host a large group of DEXPO East '90 exhibitors and attendees at a Boston Red Sox baseball game, she immediately plotted a corporate counterattack.

Rejecting the subtle approach, Peddie decided that the baseball-goers should be reminded about the superiority of *Digital NEWS* through an aerial advertisement above Fenway Park during the game. She set up a contest among the publication's sales staff to see who could best sum up what *Digital NEWS* is all about in a brief slogan.

Lo and behold, on that fateful night, western sales manager **Jon Epstein**'s winning slogan was carried aloft for half and hour for all to see: "*Digital NEWS*: Above The Competition." The crowd went wild.

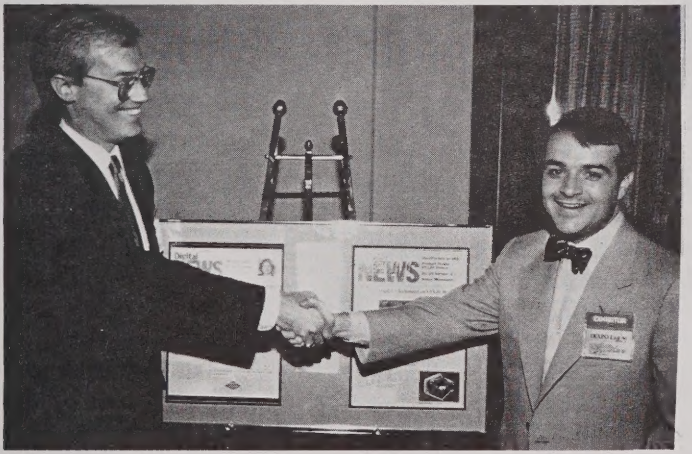


The view from Fenway Park

National sales director **Ray Corbin** caught the first few innings of the game and said of the aerial presentation, "You couldn't help but notice it. One of our clients who was there said afterward that everyone thought it was great."

Digital Review publisher Bill Dwyer said in jest, "More people saw that plane than have ever seen an ad in *Digital NEWS*. The only bad thing about it was we didn't think to pull a stunt like that ourselves."

DN Hosts Champagne Reception at DEXPO East



***Digital NEWS* publisher David Egan (left) congratulates his predecessor, *PC World* publisher Pat Kenealy, at a reception hosted by *Digital NEWS* during DEXPO East '90. The staff presented Kenealy, founding publisher of *DN*, with a plaque containing the front pages from the first and last issues he worked on during his tenure.**

The *Digital NEWS* sales staff presented sales operations manager Laurel Peddie with flowers for her efforts to coordinate a successful reception during the DEXPO East '90 show in Boston last month. Regional sales manager Rich Molden capitalized on an opportunity to thank Peddie himself.

New ITI Newsletter Enables Clients, Prospects To Gain *inSite*

Installed Technology International recently unveiled the premier issue of *inSite*, a quarterly newsletter targeted to its clients as well as prospects.

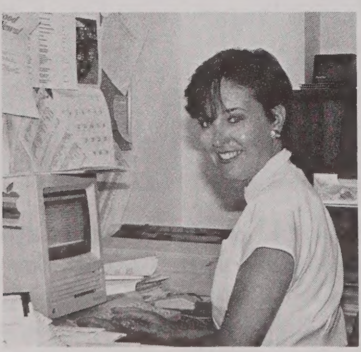
According to ITI president **Paul Earl**, the newsletter is one more way customers can learn about the information ITI provides — and also find out new and better ways to use those products.

ITI develops, manages and markets databases of more than 160,000 computer end-user sites worldwide and 8,500 value-added resellers (VARs) in the U.S. and Europe. Clients are companies that sell technology-related services and products, including several major vendors each spending more than $80,000 with ITI.

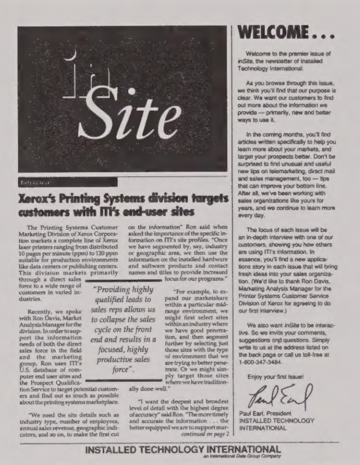
ITIs marketing manager, **Mary Moran**, developed the concept for the newsletter, supervised the free-lance copywriter and worked on the layout with **Peter Minor**, a graphic designer at World Expo Corp. **Martha Watjen**, World Expo's print production coordinator, handled the printing.

Each issue of *inSite* will include an in-depth interview with a customer who will describe how that company's sales or marketing department is putting ITI to work for them. The inaugural June issue featured Ron Davis, market analysis manager for Xerox Corp.'s printing systems marketing division.

InSite will also have a regular "Marketing Tips" section authored by prominent marketing professionals.



ITI's Mary Moran



in Site

Xerox's Printing Systems division targets customers with ITI's end-user sites

The Printing Systems Customer Marketing Division of Xerox Corporation markets a complete line of Xerox laser printers ranging from distributed 10 pages per minute (ppm) to 120 ppm suitable for production environments like data centers or publishing centers. This division markets primarily through a direct sales force to a wide range of customers in varied industries.

Recently, we spoke with Ron Davis, Market Analysis Manager for the division. In order to support the information needs of both the direct sales force in the field and the marketing group, Ron uses ITI's U.S. database of computer end user sites and the Prospect Qualification Service to target potential customers and find out as much as possible about the printing systems marketplace.

"We need the site details such as industry type, number of employees, annual sales revenue, geographic indicators, and so on, to make the first cut on the information" Ron said when asked the importance of the specific information on ITI's site profiles. "Once we have segmented by, say, industry or geographic area, we then use the information on the installed hardware and software products and contact names and titles to provide increased focus for our programs."

"For example, to expand our marketshare within a particular mid-range environment, we might first select sites within an industry where we have good penetration, and then segment further by selecting just those sites with the type of environment that we are trying to better penetrate. Or we might simply target those sites where we have traditionally done well."

"I want the deepest and broadest level of detail with the highest degree of accuracy" said Ron. "The more timely and accurate the information . . . the better equipped we are to support mar-

continued on page 2

> *"Providing highly qualified leads to sales reps allows us to collapse the sales cycle on the front end and results in a focused, highly productive sales force".*

WELCOME . . .

Welcome to the premier issue of *inSite*, the newsletter of Installed Technology International.

As you browse through this issue, we think you'll find that our purpose is clear. We want our customers to find out more about the information we provide — primarily, new and better ways to use it.

In the coming months, you'll find articles written specifically to help you learn more about your markets, and target your prospects better. Don't be surprised to find unusual and useful new tips on telemarketing, direct mail and sales management, too — tips that can improve your bottom line. After all, we've been working with sales organizations like yours for years, and we continue to learn more every day.

The focus of each issue will be an in-depth interview with one of our customers, showing you how others are using ITI's information. In essence, you'll find a new applications story in each issue that will bring fresh ideas into your sales organization. (We'd like to thank Ron Davis, Marketing Analysis Manager for the Printer Systems Customer Service Division of Xerox for agreeing to do our first interview.)

We also want *inSite* to be interactive. So we invite your comments, suggestions and questions. Simply write to us at the address listed on the back page or call us toll-free at 1-800-347-3484.

Enjoy your first issue!

Paul Earl

Paul Earl, President
INSTALLED TECHNOLOGY
INTERNATIONAL

INSTALLED TECHNOLOGY INTERNATIONAL
an International Data Group Company

The premiere issue

The first issue also describes a new agreement between ITI's London office and Pergamon Financial Data Services to make ITI's new Global Site Database available through the PFDS's on-line service. There's also a reminder about ITI Easy Access, a PC-based, menu-driven program that allows customers to access ITI's site profiles from their own PCs.

For a copy of *inSite*, call **Ted McNulty** at ITI, (508) 872-2700.

Summer Requests

For those of you in the Northern Hemisphere, July and August signal the time for somewhat less stressful work days and the opportunity to unwind at company picnics, barbecues and other get-togethers. If your office is planning any festivities this summer, bring along a camera and keep *World Update* up-to-date. Model those sunglasses, brag about your softball triumphs or immortalize the winner of the hot dog eating contest. Just send us your news! (If you need inspiration, note the journalistically sophisticated *Network World* contribution in the June 25 issue.) Photos and details may be sent to Deborah Butler or Patricia Smith at *IDG World Update*, 41 West Street, 8th Floor, Boston, Mass., 02111 U.S.A. fax (617) 423-0712, telephone (617) 423-9030, Email IDGHQ.D/Butler.

10-Year Anniversary at *CW*

Ten-year veteran **Cindy Delaney** began her career with IDG as a secretary with *Computerworld*'s International Marketing Department on June 23, 1980. In November 1981, she transferred to *Computerworld*'s Classified Advertising Department as operations supervisor. In 1984, she was promoted to classified operations manager.

A native of Medfield, Mass. Delaney resides in Medway with her husband, Edward. She is currently taking business courses at Dean Jr. College in Franklin, Mass.

Pat McGovern and Cindy Delaney

Noteworthy!

Sandra Rosenzweig has been promoted from senior associate editor/products to editor-in-chief of *Publish* magazine. Rosenzweig has more than 20 years of experience in publishing and has participated in the creation of several magazines, founded a publishing company and conceived and designed books applying computer publishing technologies.

"Essentially my role will be evolutionary rather than revolutionary. My task is to continue the high standards *Publish* has already set, to maintain the magazine's stability and quality, and to expand coverage of such rapidly growing areas as computer-generated video and workstation publishing," Rosenzweig commented.

A graduate of the Stanford Professional Publishing Course, Rosenzweig also received a B.A. from the University of California at Berkeley and has completed the majority of her graduate work toward a Ph.D. She is a member of the American Association for the Advancement of Science, the National Science Writers Association and the Northern California Science Writers Association.

Rosenzweig

* * *

IDG U.K. has brought **Jenny Wade** on board as assistant controller, responsible for the consolidation and review of monthly financial statements submitted by IDG's international operations. Wade comes from Adelaide, Australia where she worked for Coopers and Lybrand as a senior auditor in charge of organizing and running the systems review and audit of clients in the manufacturing, retail and high-technology industries. Wade received her bachelor's degree in economics from Adelaide University. She enjoys traveling, music, reading and all sports.

* * *

Donna Vieraitis has joined *InfoWorld* as director of human resources. She will be responsible for employee relations, training, staffing and employee benefits. Vieraitis was previously H.R. director at Ingres Corp. in Alameda, Calif. She received her bachelor's degree from Mt. Holyoke College and her M.B.A. from Babson College.

Also new to *InfoWorld*'s Human Resources Department is **Carla Schneider**. In her role as administrator, Schneider will oversee compensation, trouble-shooting employee relations and benefits. Before joining *InfoWorld*, Schneider was a law office administrator and conducted legal research as well as represented clients in small claims. Schneider has a B.A. in speech communications and enjoys ballet, reading, and illustrating children's stories.

* * *

Robert Carrigan has been appointed regional manager for *Digital NEWS'* Northeast territory. Carrigan will service clients in a region that covers New England, the Northern Midwest and Eastern Canada. Carrigan held the position of assistant to the publisher when the publication was launched in 1986, and returns after spending time at Robert Cohen Associates in New York City. Carrigan is a graduate of the Boston University School of Management and the Radcliffe Publishing Course, Radcliffe College.

* * *

MaryAnn Duyn has joined CIO Publishing in San Francisco as advertising sales assistant. Duyn comes from Oregon Health Sciences University where she was a publications assistant responsible for layout, design, and editing of medical magazines. Duyn enjoys water-skiing, scuba diving, tennis and bicycling.

FYI

EMPLOYEE SURVEY REMINDER

All U.S. IDG employees should have received their IDG Annual Employee Surveys. If you have not received yours, please contact your human resources director or **Martha Stephens** at IDG Framingham. The Survey should be completed and returned to Personnel Sciences by July 27.

IDG BOOKS INFO

IDG Books Worldwide recently moved to its new corporate headquarters in San Mateo, California. For inquiries and information about IDG Books, please refer to the following list:

IDG Books Worldwide
155 Bovet Road, Suite 730
San Mateo, Calif. 94402

Tel:	(415) 358-1250
FAX:	(415) 358-1260
MCI Mail:	IDGBOOKS
Applelink:	IDGBOOKS

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NEW NUMBERS FOR IDG AUSTRIA

Please note that beginning July 16, CW Publikationen Austria will have new telephone and telefax numbers. The new numbers are:

Tel: 523 16 31 0

Fax: 523 05 08 33

Did you know ?

1) HEWLETT-PACKARD CALCULATORS BECAME FAMOUS FOR THE UNIQUE APPROACH THEY USED TO PERFORM OPERATIONS ON NUMBERS. THE SYSTEM WAS CALLED RPN. WHAT DOES RPN STAND FOR?

2) INK JET PRINTERS SOMETIMES CLOG UP DUE TO THE PRESENCE OF MICRO-ORGANISMS. WHAT INGREDIENT DO MANUFACTURERS ADD TO THE INK TO PREVENT THIS PROBLEM?

3) PDP IS NOW A TRADEMARK OF DIGITAL EQUIPMENT CORPORATION. WHAT DO THE LETTERS PDP STAND FOR?

4) WHAT DO THE LETTERS PET STAND FOR IN COMMODORE PET COMPUTER?

5) THE TERM "BETA TEST" WAS FIRST USED AT WHAT COMPUTER COMPANY?

6) WHEN DID IDC ACQUIRE LINK RESOURCES?

7) WHAT IDG COMPANIES SPONSORED A RACE CAR AS A MARKETING PROMOTION?

8) WHAT IDG COMPANY USED 100 HOMING PIGEONS TO ANNOUNCE ITS DEBUT?

Answers:

1) Reverse Polish Notation

2) Penicillin

3) Programmed Data Processor

4) Personal Electronic Transfer

5) IBM

6) June 1980

7) *Computerworld* and IDC in 1985

8) Computerworld Communications S.A. in France for *Le Monde des Telecoms* in 1986.

IDG *World Update*

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MacWorld Expo Asia Draws Record Crowds in Singapore

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IDC Honors Two With James Peacock Awards

- SEE PAGE 4

IDG's 1991 Photo Calendar Contest Starts Today!

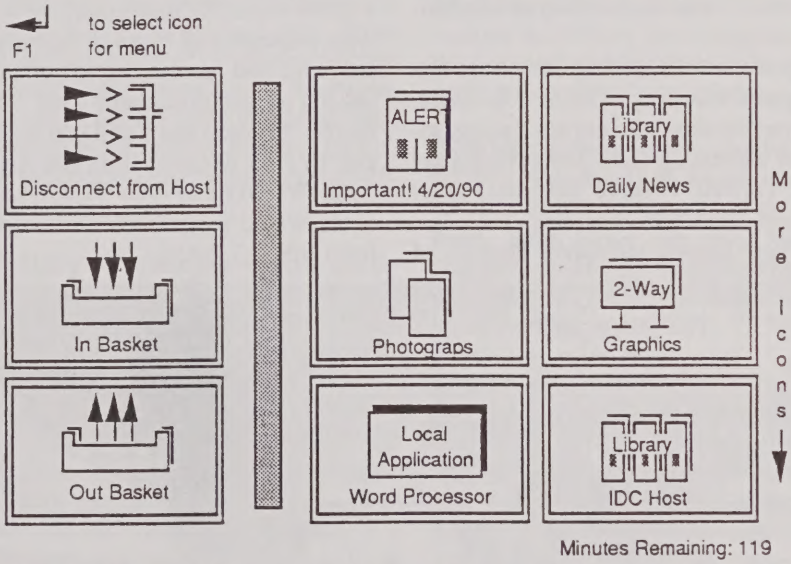
- SEE INSERT

IDG World Update

VOLUME 20, NUMBER 30

JULY 9, 1990

Plans For New E-mail System Complete



BusinessTalk™, with a sample menu shown above, will offer IDG PC and Macintosh users an icon-driven E-mail system.

Frustrated by the limitations of IDG's current electronic mail systems? Fear not. A new and improved electronic communication system is on the way.

The IDG Executive Committee has approved the implementation of BusinessTalk™, a user-friendly, fully integrated system from G.E. Information Services. The new system, slated to be in full operation by September, will replace both the current Ontyme E-mail system and the NWI News Service system.

The change was necessary because Ontyme, the current corporate E-mail system, which IDG has used for years, will soon be discontinued. Ontyme was bought by British Telecom last year, and the company already owned another E-mail system. Although British Telecom agreed to support Ontyme for a while, the system will eventually be eliminated.

IDG staff spent more than six months getting input from IDG offices worldwide on their current and future communications needs and shopping for alternative systems. After many IDG employees reviewed proposals from six companies, G.E. was selected on the basis of its experience, worldwide network and ease of use.

G.E.'s global reach includes local access nodes in 750 cities worldwide and offices that can provide local support in more than 30 countries. These offices can assist IDG personnel in the initial connection and training process and also provide troubleshooting and ongoing support. G.E. also interconnects with other public networks to extend coverage to more than 70 countries.

The new communications system will offer major improvements and new opportunities for use. By logging on to a single service, IDG users will be able to access:

- Electronic mail, with many more options than Ontyme.
- IDG News Service and Feature Service.
- A new graphics service that will be developed to complement the News Service.
- Bulletin boards both for internal IDG use and customer use.
- IDC research databases that can be accessed worldwide.
- A potential platform that IDG business units may use to distribute products electronically.

All IDG business units will be supplied

- SEE PAGE 2

Record Crowd Attends MacWorld Expo Asia/Singapore

The second MacWorld Expo Asia opened its doors in Singapore on June 14. Over a four-day period, an estimated crowd of 28,000 from 30 countries visited the show.

Held at the Raffles City Convention Center in Singapore, this year's show boasted an increase of approximately 4,000 attendees.

The exhibition was organized by MacWorld Expo Asia Pte Ltd. and jointly sponsored by IDG Communications.

"MacWorld Expo Asia enables Asians to see what is happening in the Macintosh environment in the rest of the world and for the rest of the world to see what is happening in Asia," said **Jackie Kayser**, exhibition manager.

Many of the 100 leading exhibitors that participated were Singapore- or U.S.-based. However, the show also attracted an assortment of exhibitors from Malaysia, Hong Kong, Taiwan, France, Belgium, West Germany, Israel and Australia.

William James, managing director of Apple Far East, delivered the keynote address, which focused on Apple's vision of multimedia in the 1990s.

James demonstrated the ability of Macintosh computers to incorporate multimedia applications - with both sound and movement - for commercial and educational uses.

His presentation also included demonstrations of Apple's System 7.0 (which is not yet ready for shipping) and some localized applications proposed by Asian developers.

One of these applications, Imprint, was developed by Ivy Systems of India and launched during MacWorld Expo Asia. Imprint is a multilingual publishing software package that handles virtually any language and permits the integration of several scripts on the same page. For example, Chinese and Kanji could appear side by side, as could Urdu and Arabic.

MacWorld Expo Asia '91 will be held at the World Trade Center in Singapore from July 4-7, 1991.

Some of the 28,000 attendees browse among the exhibits.

Attendees registering at show

E-Mail

- FROM PAGE 1

front-end software that will automate the connect process and make the entire system icon-driven. BusinessTalk works on both PCs and Macintosh computers. By simply clicking on icons, users will be able to connect or disconnect, select various on-line services, and even access their own software programs on their individual systems. There will also be a traditional TTY interface for non-intelligent terminals or users who prefer not to use G.E.'s front-end software.

The G.E. system will be developed and implemented over the next two months in time for the busy fall season. The early summer will be spent largely on adapting the new system to IDG specifications. Installations and user training will follow. Employees will receive complete documentation about operating the system, and local training can be arranged if necessary.

Throughout the transition process, the old communications system will be maintained so that no office will be out of touch. IDG offices will be kept advised during the summer with progress reports and assistance while the connections are being made.

The IDG International News Group will be coordinating the change over to the new system. Any questions can be directed to president **David Hill** and his staff.

On line

ASK WALTER

Q IDG seems to be launching fewer new subsidiaries these days and entering into more license agreements — why is this?

A We are always interested in having our own publication(s) in each of the countries of the world, but many of the markets are simply too small to support a full-scale, independent publication effort on the part of IDG. So, it makes great sense to simply get the "flag planted" by going with a reputable publisher already doing business in a marketplace. It establishes the IDG name, helps to get more global news onto the News Service and gives our International Marketing Services group another country to sell.

In addition, most of our license agreements are convertible at some point to our own publication as we maintain ownership of the name. That "some point" would, of course, be when a market grows to the point of being able to support a full publication staff.

Q In a nutshell, what are your criteria for allowing an IDG company to launch a new publication?

A That's an easy one. All of our worldwide presidents are always on the lookout for new opportunities, and they are the people who are closest to the customer and the market. So, when they see an opportunity all we ask is that they do the appropriate research (funds for which are available from headquarters on a 24-hour turnaround basis), prepare a full business plan (provided that the research shows it to be a good idea) and then submit it to the Executive Committee for consideration.

Important considerations by the Executive Committee would center around the potential for the publication to become exportable (thereby producing a global product), for it to have the capability of becoming No. 1 in the market and for it to have a reasonable payback period. We're not big on infinity paybacks.

Q IDG has traditionally organized and produced products along national lines. What prospects do you see for regional IDG publications?

A By regional publications I would assume you mean "pan-European, -Pacific, -Latin American," etc. To date we really only have one such publication and that is based out of France and is called *Distributique Europe*, but it serves (on a quarterly basis) all of the major Europe markets and is written in English. There are currently some other ideas in the pipeline, but I must say we don't really see this as a major force in the near-term. Even with the "breakdown" of country borders in Europe there are still very strong national and cultural feelings within each country, and we believe that it is best to have individual publications for individual countries.

Q Do you ever have the occasion to meet with your peers in the publishing industry? What are some areas of common ground?

A I actually have fewer opportunities these days, as we prefer that our unit presidents get out and join the traditional publishing and trade associations. But, I certainly do maintain my own "old boy" network and we quite regularly talk to exchange war stories, check up on rumors and test trends. The common ground shifts rather dramatically depending on the state of the economy, major announcements by major suppliers, etc.

Having said that, however, the most common kind of contact is usually personnel related — "I'm looking for someone," "I want a reference," "I want to compare compensation packages," etc.

Q How would you describe IDG 10 years from now?

A What a loaded question. I could probably go on about this for hours, but in the interest of not putting anyone to sleep and not taking up this whole issue of *Update*, I'd say that we will certainly be very large, extraordinarily profitable and, most important, will most assuredly be the most important global information provider that any industry has ever had at any time. I also foresee us being more and more "product family-oriented", and we will certainly have all kinds of fantastic communication tools that will enable us to have truly global networks for all types of information products.

Q What, if any, vertical markets seem likely candidates for an IDG publication in the forseeable future?

A We actually have a number of these that are being discussed within our various publishing groups but I would, frankly, prefer to hedge on this one so we don't steal anyone's thunder.

Q Why has IDG decided to tackle the U.K. market again at this time with a CW publication, and how do you foresee the new publication overcoming the obstacles it has faced in the past in this market?

A The question has never been, "will IDG have a *Computerworld* in the U.K.?" It has always been "when will IDG have a *Computerworld* in the U.K.?" The U.K. is one of the largest computer using markets in the world, and it is quite simply a market that we need to be in and to conquer. I'm sure that with the right mix of a great product champion and the right formula (which I believe we have) we'll make it in spades. It's not going to be easy but then almost nothing worthwhile is.

■ ■ ■ ■ ■

Want to know what's going on at the top? IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy will take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.

IDC Honors Two With Peacock Awards

Gisela Wilson, program manager of International Data Corp.'s CAD/CAE/CAM program, has been named the 1990 winner of the James Peacock Award. **Jay Bretzman**, program manager of storage research at IDC, is this year's runner-up. IDG chairman **Patrick McGovern** presented each of the honorees with a plaque during a ceremony at IDC's Framingham headquarters last week.

The award is given annually to an individual at IDC's U.S. operation in memory of the professional excellence exemplified by the late James Peacock, a 15-year IDC veteran and senior vice president at the time of his death in 1981.

Recipients are recognized for their abilities to organize and communicate the results of their research to IDC clients in a clear, timely, and effective manner.

Wilson came to IDC with more than five years of market research experience in high-technology markets, including computer-aided design and engineering.

Before joining IDC's CAD/CAE/CAM program, she was the director of market research at Atlas Venture, the U.S. partner of an Amsterdam-based venture capital company. At Atlas, Wilson gained intensive hands-on experience with a wide range of leading-edge technologies, markets and companies.

Her understanding of fundamental business, technology, and financial issues provides valuable insight into the mature CAD market and the emerging PC and Mac CAD software segment, a major focus of the division's ongoing research.

Wilson is currently pursuing an M.B.A. at Bentley College; she has a master's degree in German literature from Boston University.

Bretzman's role at IDC is to shape the development of storage research. As program manager, he also functions as the primary optical disk and magnetic tape market analyst. Bretzman monitors developing trends and provides a platform for discussions regarding the strategic decisions for participating vendors.

Since joining IDC, Bretzman has completed studies of the optical disk and magnetic tape markets, utilizing a combination of both supply-side and demand-side techniques.

His efforts to identify the factors driving demand for optical disk products have produced the most accurate technology forecasts for write-once (WORM) and rewritable magneto-optical disk drives (MODD) in the industry.

He has also sized the market for all magnetic tape drives and built a model of the industry relating tape technology to computer system platforms.

Bretzman received his B.S. in advertising from the University of Illinois/ Urbana-Champaign in 1983. He first became interested and involved with computers outside the advertising arena by studying high-level programming languages.

10th Anniversary Celebrated in Framingham

Robin Silverman joined IDG Corporate Headquarters in Newtonville in June 1980 as a bookeeper for *InfoWorld* and The Conference Company. During her time with the accounting department she began payroll processing and became more involved with payroll as IDG grew. When payroll processing became a function of Human Resources two years ago, Silverman joined the IDG Corporate Human Resources department as payroll administrator and benefits assistant. Some of her added responsibilities include backup for the payroll manager, auditing various insurance premiums, handling optional life insurance and auditing bills from IDG's different insurance carriers. In her spare time, Silverman enjoys going to concerts and to the beach.

Robin Silverman and Pat McGovern on their way to the Ritz.

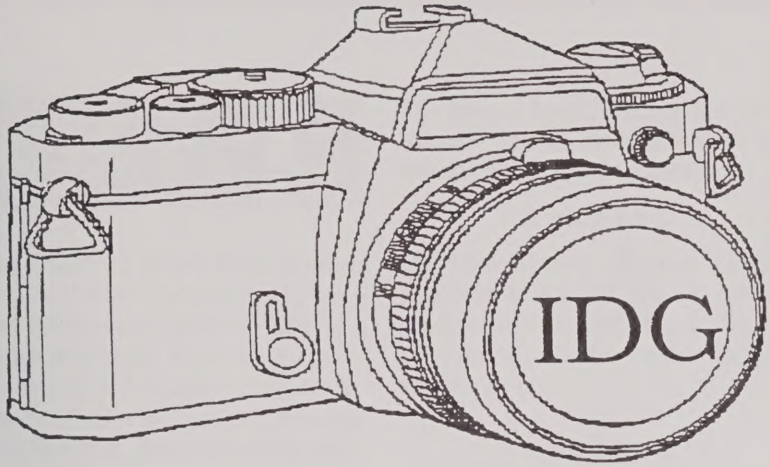


Photo Calendar Contest

The 7th annual IDG Photo Calendar Contest is under way! Here's your chance to capture your world on film. The subjects and locations are up to you. Twelve outstanding photos will earn a place in the 1991 IDG Calendar.

- Winners will receive:

	1st prize	US$250
	2nd prize	US$100
	3rd prize	US$75
	Honorable Mention (9)	US$50

- All photos will be judged by a panel of IDG representatives.
- Submit up to two color or black-and-white glossy prints or 35mm slides. Photos must be submitted as developed; no retouching will be allowed. Photos will only be returned upon request.
- Entries must be clearly labeled with your name, business address, and telephone number.
- Please send photos to:

IDG Photo Calendar Contest
c/o Deborah Butler
International News Group
41 West Street
8th Floor
Boston, MA 02111

Entries must be received by September 10, 1990

Noteworthy !

Gregory Cline is a newly hired program manager for IDC Washington's Communication Technology Service. CTS is a continuous information service that provides clients with the guidance necessary to make successful tactical and strategic decisions in voice, data, and video planning management.

Cline is responsible for conducting industry analysis and technology assessment on a wide range of communications systems topics including local- and wide-area networks, hardware and software products, organizational issues, and vendor capabilities. In addition, he responds to client inquiries, prepares bulletins and quarterly research reports, and speaks at a number of conferences and seminars throughout the U.S..

Cline joins IDC Washington from Comsat, where he was involved with mission-critical global information systems and integration of components.

He holds an M.S. degree in computer and information systems from Dartmouth College. He also earned a B.A. in computer science and a B.S. in business administration from the University of Maine, where he was elected to Phi Beta Kappa and Phi Kappa Phi.

* * *

Johanna Ambrosio has joined the editorial department at *Computerworld* as senior correspondent, New York. She will write about New York-based companies on the vendor and user sides.

For the past five years, Ambrosio has worked as a free-lance writer and was formerly an associate editor for *InformationWeek.* Ambrosio also taught journalism at St. John's University in Jamaica, N.Y., and has a B.S. in technical writing/journalism from Polytechnic University. She enjoys music, hiking and environmental activism, and volunteers to teach writing and reading to adults.

* * *

Deborah Moran has been hired as an accountant/financial analyst for IDC. A graduate of Bentley College with a B.S. in accounting, Moran enjoys skiing and travel.

* * *

Publish has brought **Donna Brookes** on board as account manager. She has extensive experience in advertising, marketing and selling high-technology products. Brookes is from the Boston area, and for the past seven years has been working for Prime Computer. The staff at *Publish* is confident that Brookes will be able to make a solid contribution to their marketing strategy.

* * *

Mark E. Taussig is the new salesperson for *PC World*'s Chicago territory. He previously worked in sales for *Computer Reseller News.* Taussig has a B.A. in journalism from the University of Arizona and enjoys sailing in his spare time.

* * *

Sergio Mello is working on an internship in the art/design department at *Macworld*, where he'll be defining the design specifications for future issues. While in Rio de Janeiro, Brazil, Mello earned a degree in visual communication. He enjoys surfing and riding motorcycles.

* * *

Dana Kagno has joined the IDG's credit department as credit analyst responsible for maintaining accounts receivable and collections. Prior to joining IDG, Kagno owned and managed an automobile restoration shop. Kagno has a B.S. from Roger Williams College and completed post-graduate study of International Business in Oxford, England.

IDC Announces Transfer of Four User Products, Services to TISC

Charles C. Greco, president of Technology Investment Strategies Corporation (TISC), announced that effective July 1, 1990, International Data Corp. has transferred four of its user products and services, along with related staff members, to TISC where they are being integrated with TISC's current user product line.

The consolidation of the user products under the TISC umbrella was predicated on the premise that a sole concentrated effort to market and distribute the products, while at the same time leveraging the research and analytical resources of both corporations, would produce superior products.

Plan to Expand Cooperation

Under the terms of their agreement, both TISC and IDC have agreed to expand their cooperation in many areas.

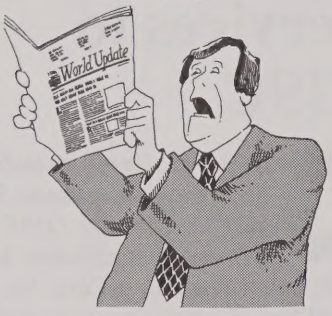
The main objective is to enhance the existing products and services that both companies currently market to the vendor, user and financial communities.

The consolidation of user products and the cooperative effort enacted between the two companies symbolizes IDG's overall investment and commitment to providing all users of information technology with the highest standards of research and analysis for the 1990s.

In addition, both **Axel Leblois**, president/CEO of International Data Corp., and Greco have agreed to participate as directors on both corporate boards to ensure organizational continuity and research synergy between the two organizations.

Off line

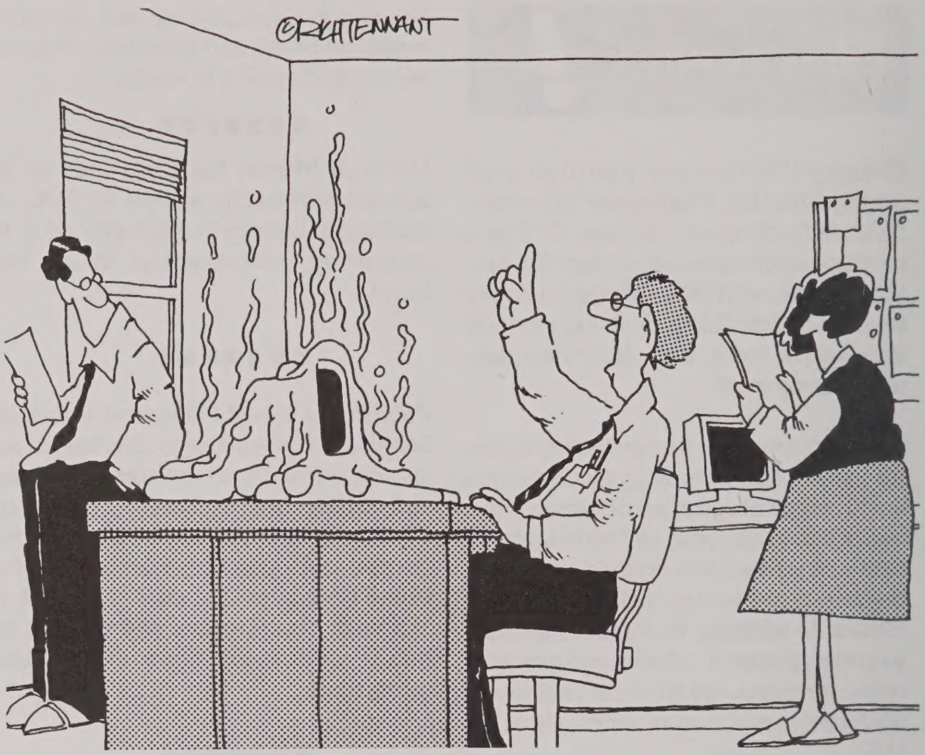
And the winner is....



"Oh, no! She's worked for our company over 10 years and went to lunch with somebody else!"

Submitted by: **Shirley Kohn**, financial and credit manager, IDG Germany. *Honorable mention*: **Louise B. Myerow**, World Expo Corporation.

Thanks to the many IDG-ers who submitted ideas. Now, test *your* imagination. Create a caption for the cartoon at right and send it to *IDG World Update* by Wednesday, July 25 via fax (617) 423-0712 or Ontyme box IDGHQ.D/Butler. The most amusing submission will appear the following week, and the winner will receive a limited edition *World Update* T-shirt. Keep those faxes coming!



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On Line: Bill Murphy Talks About Financial Red Flags

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Chairman's Report: Second Quarter Figures For FY '90

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IDG Gains Foothold in Philippines

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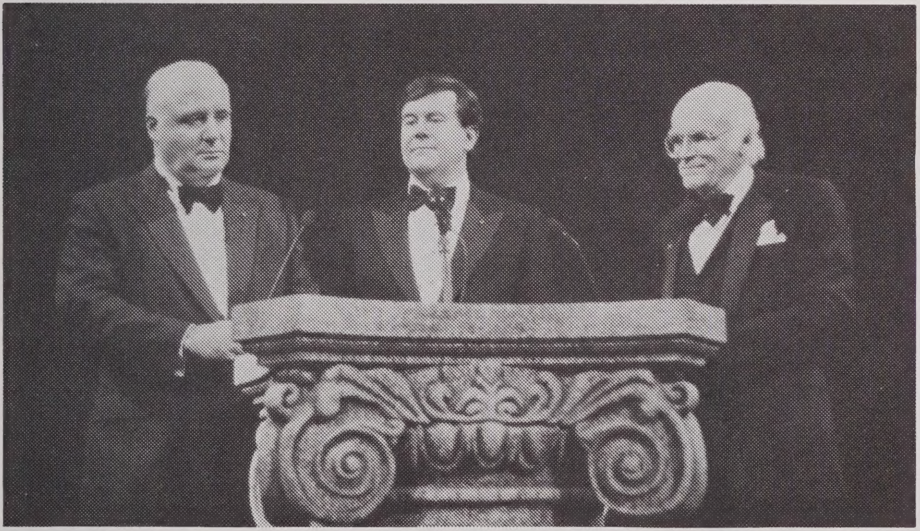
IDG World Update

VOLUME 20, NUMBER 29 JULY 2, 1990

CW, Smithsonian Honor IT Heroes



Fritz Landmann, Patrick McGovern, and Roger Kennedy of the Smithsonian at the Washington, D.C. awards ceremony

On the evening of June 25, some 800 leading members of the information technology industry gathered at the National Building Museum in Washington, D.C. to honor the winners of the 1990 Computerworld Smithsonian Awards.

Established in 1989, the awards program recognizes those men and women who are using information technology, at as a tool for positive change across a spectrum of industries.

Each of the partners in this effort contributes a unique perspective. *Computerworld* brings in-depth experience and insight into the strategic business and technological issues that drive information technology. The Smithsonian Institution's Museum of American History serves to demystify technology for the general public. The Chairman's Committee, the nominating group for the awards, represents the industry's visible commitment to work cooperatively and guide technology in positive directions.

In just one year, the event has grown not only in stature but in size. Three times as

- SEE PAGE 2

The Winners:

Business and Related Services
Berkeley Systems

Education and Academia
The JASON Foundation

Environment, Energy and Agriculture
Environmental Systems Research Institute

Finance, Insurance, Real Estate
Swiss Options and Financial Futures Exchange (SOFFEX)

Government and Non-Profit Organizations
Thailand Ministry of Interior

Manufacturing
The Lubrizol Corporation

Media, Arts and Entertainment
Personics Corporation

Medicine
Purdue University

Transportation
Federal Express Corporation

Benefactor Recipients:
Price Waterhouse: H. Ross Perot
Siemens: Robert Tinker

Heroes

- FROM PAGE 1

many nominees were received and nearly a dozen new companies joined the nominating committee.

A new dimension of the awards, the Benefactor Program, was created this year to honor those human values that provide a foundation for achieving visionary applications of information technology.

Price Waterhouse and Siemens sponsored this year's Benefactor Program. The Price Waterhouse Lifetime Achievements Information Technology Award recognizes an individual who, over a lifetime and in the face of considerable obstacles, has made an outstanding contribution to society through the use of information technology. This year's recipient was noted entrepreneur H. Ross Perot.

The Siemens Award for the Advancement of Science recognizes a group or person who has made a commitment to creating compelling math and science educational programs for young people. The recipient this year was Dr. Robert Tinker, chief science offier of the Technical Education Research Center in Cambridge, Mass.

In his opening remarks, **Fritz Landmann,** president and publisher of *Computerworld,* said that the honorees are people who are undaunted by the bigness of the world and its problems. "Using information technology as a tool, their goal is nothing less than to make our planet a more humane, healthy and cooperative place to live," he said. "Truly, they are the heroes of the information age."

Keynote speaker Judy Woodruff, chief Washington correspondent for television's MacNeil-Lehrer News Hour, noted, "It is more important than ever that people have the information they need to make the right decisions...Today, ignorance is dark and dangerous and destructive. Every one of the people you meet this evening is helping, in one way or another, to push back the darkness of ignorance...to push forward the bright light of information."

IDG chairman **Patrick McGovern** concluded that IT leaders have a responsibility to encourage peaceful and open cooperation in this global era. "Every wall has two sides. Eastern Europe is taking down their side of the wall. Let us do the same. Let us seize this opportunity to do more than just ship products. Let us offer personal commitment," he said.

More About CW Smithsonian Award Winners

Business and Related Services
Berkeley Systems
For the outSPOKEN program for navigating through software structures, enabling the blind to use the next generation of computing effectively.

Education and Academia
The JASON Foundation for Education
The JASON Project uses multiple technologies to extend live video images of scientific and historical projects into classrooms and museums. This project has reached a quarter of a million students.

Environment, Energy and Agriculture
Environmental Systems Research Institute
Development of ARC/INFO, an advanced geographic information program. This software makes it possible to combine and manipulate geographical data from maps and numerical information. Increased awareness of world geographical and ecological problems; better use of world resources.

Finance, Insurance and Real Estate
Swiss Options and Financial Futures Exchange (SOFFEX)
The world's first totally electronic exchange and clearinghouse directly linked to its members. Clear, accurate financial information delivered to users where and when they need it.

Government and Non-Profit Organizations
Thailand Ministry of Interior
The Government of Thailand has developed the only fully integrated population demographics system in the world. Government departments can track every aspect of life in the country, from drivers licenses to voter registration.

Manufacturing
The Lubrizol Corporation
Lubrizol has successfully implemented an advanced technical system which uses artificial intelligence to generate and distribute Material Safety Data Sheets. Timely and accurate documents that make available health and safety information.

Media, Arts and Entertainment
Personics Corporation
A new music vending machine called MusicMaker that permits users to make individualized tapes is now being installed across the country. Musicians get guaranteed royalties and the record industry reduces the $2.5 billion annual loss due to unauthorized copying.

Medicine
Purdue University
This group, with the help of high-powered supercomputer calculations, was the first to successfully solve the three-dimensional structure of any animal virus. This work may lead to the development of vaccines for diseases as varied as the common cold and AIDS.

Transportation
Federal Express Corporation
A comprehensive system using all types of information technology to track shipments throughout the delivery cycle. Complete security of shipments from originator to its final destination.

On line

ASK BILL

Q When is IDG going public?

A In responding to that question, you first have to look at why companies go public. Companies in a growth mode typically go public in order to bring in outside capital which will provide liquidity and fund future growth. IDG is in the enviable position of not requiring outside funding, having cash resources in excess of $50 million, no debt and substantial credit availability.

Privately held companies enjoy a number of advantages over their publicly held counterparts. Publicly held companies are often forced to make decisions which are short-term-oriented in order to enhance quarterly earnings comparisons; the reporting requirements of regulatory agencies are most onerous, and the amount of time devoted to investor relations often places an undue burden on management time.

So, the answer is, not in the forseeable future.

Q How closely do you personally monitor the numbers from each IDG company?

A As most of you know, the IDG Executive Committee meets once a month to review the results for the preceding month, and at that meeting every IDG company is reviewed. We closely monitor performance against plan, overall trends in the marketplace, and the unit manager's projections for the succeeding three months.

I might add that we pay particular attention to these projections in that they become the basis of reports to the Directors, cash flow planning, and serve as an indicator of the unit manager's ability to forecast the short-term results of that company. Whenever problems are apparent, immediate feedback is given to the unit manager. This has proven to be a most effective way of dealing with a highly decentralized and geographically diverse group of companies.

In addition, the Executive Committee meets every Monday morning at 11:11 a.m., [long-standing IDG tradition] to discuss those items which require immediate attention.

Q Can you cite three financial danger signs that send up a red flag in your mind when you see them?

A Rather than cite the traditional ratio analysis used by the financial community, I'll cite three things derived from my experience with IDG: 1) the inability of a unit manager to properly balance expense increases with revenue increases, 2) revenue projections that bear no relation to the overall market size or growth potential and 3) declining market share.

Q The advantages of having a half-billion dollar corporation with no debt are obvious, but are there disadvantages?

A There are no disadvantages. In fact, in the current environment where there is a "flight to safety" following the leveraged buyout and the savings and loan debacles in the U.S., IDG is a most sought-after company by the banking community. We have shown sustained high rates of revenue growth for over 20 years and the ability to throw off significant cash flow; that is a banker's dream.

Even though we have no anticipated borrowing requirements, I maintain close relations with both the commercial banking and investment banking community.

Q Most people think of you as the man who watches the money. Can you give us a thumbnail job description?

A My principal areas of responsibility, as is the case with most CFOs, are the following: financial reporting, financial analysis, internal and external audit, internal financial controls, taxes (federal, state and foreign), asset management, risk management (currency, insurance, etc.), banking regulations, legal relations and lease negotiations.

Although these tend to be the more traditional areas, I must admit that in a company like IDG it is difficult to limit yourself to what is traditional.

Q What is the best excuse you ever heard anyone give for not making plan?

A There have been so many excuses I'm not sure I can remember the "best" one. The most common excuse is to disclaim ownership of the plan. For instance, when a unit manager is promoted to another position, the new person taking over almost invariably disclaims ownership of the plan, unless it is an easily achievable plan, in which case they embrace it.

* * *

Want to know what's going on at the top? IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy will take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.

Confidential
IDG Chairman's Report
Second Quarter Fiscal Year 1990

To Our Shareholders and Employees:

During the second quarter of Fiscal Year 1990, covering the period of January through March, 1990, IDG's worldwide consolidated net revenues reached $106M, a 13% increase compared with the same period last year.

Our pre-tax profit for the second quarter was $11.7M, an increase of 149% over the same period of a year ago.

Our after-tax profit for the second quarter was $6.4M, an increase of 126% over the same period of a year ago. A higher provision for taxes, due to a higher percentage of our profits coming from non-U.S. operations, is the reason for the lower increase in after-tax profits compared with pre-tax profits.

Our after-tax margin for the second quarter was 6.1%, compared to a 3.0% margin achieved during the same period a year ago. Therefore, we are making encouraging progress toward our corporate goal of a 10% after-tax profit level.

This improvement in our profitability reflects the effective steps being taken throughout the IDG family of companies to increase the efficiency of operations, to carefully control operating costs, and to improve operating margins by increasing prices to reflect the gains being made in the quality and usefulness of IDG products and services.

Congratulations to the following business units of IDG which have increased their profitability during the second quarter of Fiscal Year 1990 compared to the same period a year ago:

Asia Computerworld Communications Ltd., Hong Kong
CIO Publishing Co.
CW Communications, S.A., Spain
CW Communications Ltd., Sweden
CW Communications Ltd., U.K.
Computerworld Norge A/S, Norway
CW Publishing

Digital NEWS
IDC Asia
IDC France
IDC Italia
IDC Japan
IDC Korea, Ltd.
IDC United Kingdom
IDG Communicaciones C.A., Venezuela
IDG Communicaciones S.A., Argentina
IDG Communications S.A., France
IDG Communications Germany
IDG Communications/Japan
IDG Communications/Peterborough
IDG Danmark A/S
Industry Publishing
InfoWorld Publishing
Macworld Communications
Network World
PC World Communications
Publish
LINK Resources
Technology Investment Strategies Corporation

We can all take pride in the fine achievements that IDG companies are making worldwide to increase the quality of the products and the excellence of the services that support the use of these products. This is reflected by the high scores we are receiving in our customer and reader evaluation surveys.

We can also be proud of the fine gains we are making in outpacing our competition, increasing our market share, and improving our overall profitability. I know that with the skills, enthusiasm, and determination of the people in the IDG organization, we can make Fiscal Year 1990 the most successful year ever.

With best regards,
Yours cordially,

Patrick J. McGovern

Patrick J. McGovern

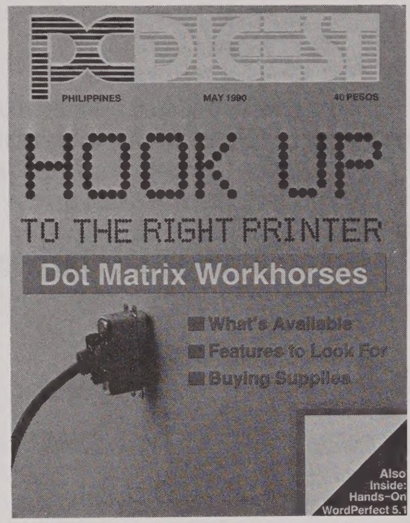
Chairman of the Board

License Deal Gives IDG Foothold in Philippines

IDG will make its debut in another Asian country as a result of a license agreement signed June 22 with WS Publishing Co., Inc. in the Philippines.

The new partnership will be formally launched in September in conjunction with the Philippines' largest computer show, held in Manila.

"This license puts IDG into another of the newly developing countries in Asia, a region of tremendous growth potential," said IDG International News Group president **David Hill**, who negotiated the license agreement. "With *Computerworld Thailand* expected to be launched in October, IDG is making good progress towards establishing a presence in each individual Asian marketplace."


PC DIGEST
PHILIPPINES MAY 1990 40 PESOS
HOOK UP
TO THE RIGHT PRINTER
Dot Matrix Workhorses
What's Available
Features to Look For
Buying Supplies
Also Inside: Hands-On WordPerfect 5.1

WS Publishing was formed by president William Chua and general manager Po Wong 15 months ago to provide information services on information technology and to promote the industry within the Philippines. The company's first publication, *PC Digest*, is an English-language monthly magazine that averages 60 pages in length with 17 pages of advertising and has a circulation of about 5,000.

While there are three other computer publications in the Philippine market, only one, *Computer Times*, is a real competitor with a similar circulation. The other two, with circulations of 1,000, are for hobbyists and people affiliated with a local trade group. After 15 months, *PC Digest* is already operating in the black.

Starting in September, the cover of *PC Digest* will carry the words, "In Association with *PC World*." Over time, the magazine will evolve into *PC World Philippines*.

Chua and Wong are confident that their firm will realize a 20% annual increase in growth. They plan to produce additional magazines as the market warrants. They are confident that as the Philippines sorts out its political problems, the market will become more attractive to outside investment and the information industry will expand rapidly.

As in other countries, the staff of *PC Digest* will represent the IDG News Service and will be supplying stories about information technology in the Philippines for IDG publications around the world.

The Philippine Market At A Glance

- The size of the total corporate microcomputer market in 1988 is conservatively estimated at 18,000 units. This figure excludes home micros.

- As in past years, the leading stand-alone microcomputer brand in 1988 was IBM with a 22.5% market share. Mitac came in as the second most preferred brand in the local market with a 13.1% share. A far third is Mitsui with 4.5%.

- The market or industry sectors with the largest number of stand-alone microcomputer acquisitions in 1988 are government/military, manufacturing, finance/banking, EDP sales/services and education/research.

- The government/military sector accounted for the biggest number of micro acquisitions in 1988 with about one in every four micros installed going to this sector. In terms of installation sites, however, more firms in the manufacturing sector acquired micros last year than any other sector.

- The survey documents a total of 226 LANs currently installed in 172 user sites. The aggregate number of microcomputers linked is 2,225, which yields a ratio of roughly nine workstations (including server and nodes) per LAN system.

- The most preferred LAN brand in 1988 in terms of individual networks installed was Novell, which accounted for almost 40% of individual LAN installations during the year. D-Link, with seven installations, claimed the No. 2 spot.

- Roughly one-third (670 firms) of the 1,991 companies covered in the microcomputer survey indicated plans to acquire additional hardware and software within the next two years. The majority of the respondents with acquisition plans intend to purchase additional microcomputers.

- The number of corporate micros installed by the end of 1989 is projected at around 22,500, or a growth rate of at least 25% over the previous year's figures. An annual growth rate of 20% in the number of installations is projected for 1990 and 1991.

Record Issues Put IDG On Top In Taiwan

David Chu, managing director of IDG Taiwan and publisher of *PC World Taiwan* and *Computerworld Taiwan*, announced that both publications have released their largest issues to date.

PC World Taiwan 's June issue carried 85 paid advertising pages in a 230- page issue. It not only set a milestone for the publication, but it also represented a growth rate of 218 per cent compared with last season, beating the strongest competitor, *PC Magazine Taiwan*, to become the top in its field.

IDG Taiwan launched its 53rd issue of *Computerworld* during the week of June 6 with approximately 32 paid advertising pages and 36 news pages, representing a growth rate of 180 per cent.

The office also produced the first *English Buyers' Guide,* which contained 26 paid advertising pages in a total of 156 pages.

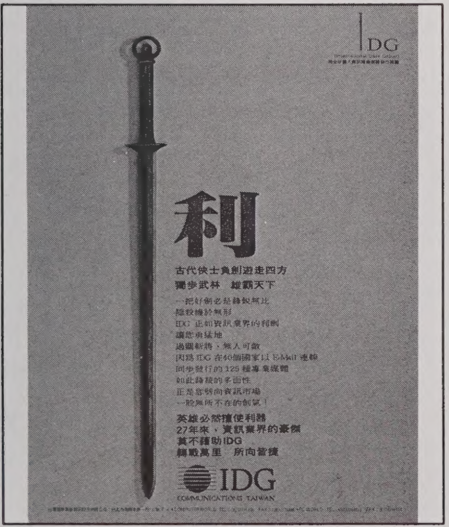
Taiwan Ads Promote IDG's Global Strengths

Since its birth, IDG Taiwan has maintained a strong commitment to promoting the name and strengths of IDG as a global company.

Managing director **David Chu**, who gained considerable creative experience with Ace Media prior to his career with IDG, has produced a series of advertising compaigns designed to boost the IDG image in the Taiwan market.

The June issue of *PC World Taiwan* contained Chu's most ambitious effort to date, a three-page series using ancient and modern military images to promote the power of IDG.

In the campaign, the letters IDG were created using weapons. An ancient Chinese sword was the letter I, a bow was the D, and the trigger of a modern pistol formed the G. The copy in each ad plays off the letter image. The sword cuts right to the heart of your information needs; the bow gives you a powerful launch into any business activity; and the gun helps you to accurately target your customers and markets.


IDG
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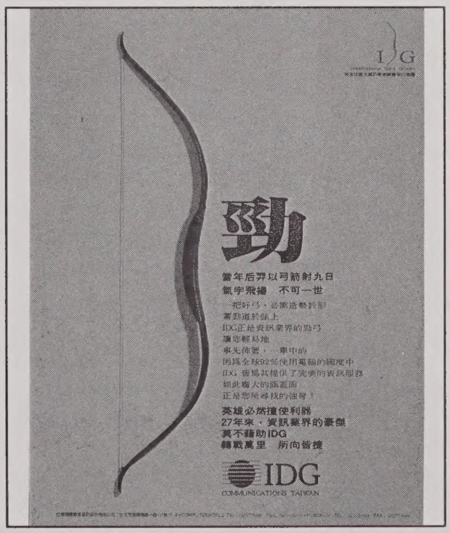
古代俠士負劍遊走四方
獨步武林　雄霸天下
英雄必然擅使利器
27年來，資訊業界的豪傑
莫不藉助IDG
轉戰萬里　所向皆捷
IDG
COMMUNICATIONS TAIWAN


IDG
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當年后羿以弓箭射九日
氣宇飛揚　不可一世
英雄必然擅使利器
27年來，資訊業界的豪傑
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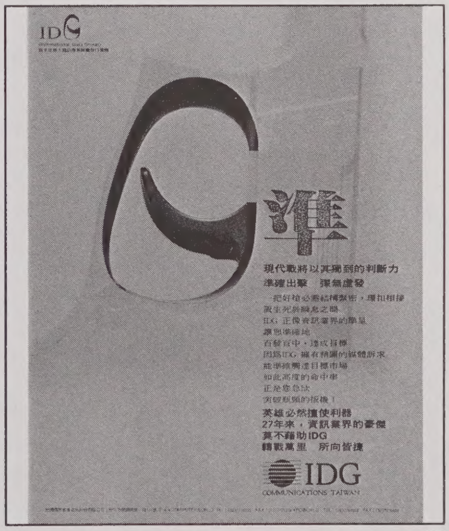
IDG
COMMUNICATIONS TAIWAN


IDG
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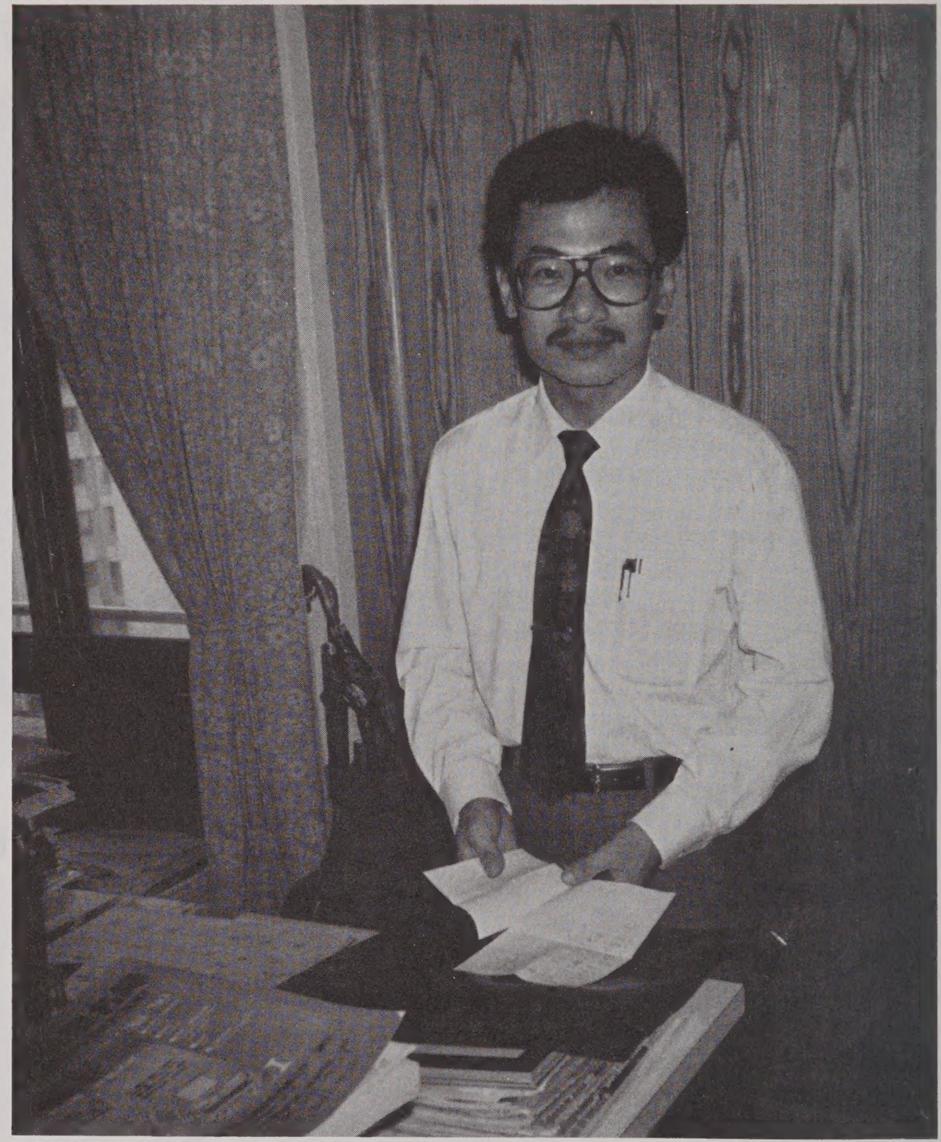
現代戰將以其獨到的判斷力
準確出擊　彈無虛發
英雄必然擅使利器
27年來，資訊業界的豪傑
莫不藉助IDG
轉戰萬里　所向皆捷
IDG
COMMUNICATIONS TAIWAN

Do-er's profile

Arthur Lin



- **PROFESSION**: Sales Director, IDG Taiwan
- **AGE**: 29
- **LAST BOOK READ**: *The Trojan War: How to be a Good Warrior in Marketing*
- **FOOD**: Hamburger (western or eastern)
- **SPORTS**: Tennis, Kendo
- **DREAM TRAVEL DESTINATION**: France. "I would like to see how romantic they are and see the art treasures."
- **DREAM CAR**: Dark blue Jaguar ("It looks very gentlemanly, antique and safe.")
- **LATEST SUCCESS**: Helped one company, ALR, set up a channel into Taiwan and won a 2 million NTD (New Taiwanese Dollars) ad contract.
- **QUOTE**: "Go anywhere, stop nowhere, but be good everywhere." - Linda Chair (high school English teacher on graduation day)
- **GOAL IN LIFE**: Set up an art university in Taiwan.

IDG *World Update*

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News Editor
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Editorial Director
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***IDG World Update* is published weekly for the employees of International Data Group. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; Ontyme mailbox: IDGHQ.D/Butler or CWCLP/Smith.**

***Portable Computing* Explores New Electronic Reader's Service**

- SEE PAGE 2

On Line: Axel Leblois Discusses IDC's Competition Abroad

- SEE PAGE 3

***Computerworld Czechoslovakia* Makes Its Debut**

- SEE PAGE 5

IDG *World Update*

VOLUME 20, NUMBER 28 JUNE 25, 1990

Computerworld Schweiz Celebrates 5th

In a fitting tribute to five years of publishing, *Computerworld Schweiz*'s June 18 anniversary issue contained 44 pages of advertising, its most successful issue to date.

Gebhard Osterwalder, general manager of CW Publikationen AG, recalled that back in 1985, the staff sold 44 pages total in the first three months.

Osterwalder and IDG chairman **Pat McGovern** signed the minutes of the constitutional shareholder's meeting to establish the company in May 1985. The company started with three people who produced the first issue in September of that year. Today, the company is still in the same building with 21 employees and two publications. Their second publication, *Macworld Schweiz*, was launched this past May with 28 pages of advertising.

"We've published 221 times, and the team of CW Publikationen AG is very proud that even during bad times, *Computerworld* has always been printed and shipped on time," he said. "Not one single issue has ever been late."

The *Computerworld Schweiz* anniversary issue sparked several noteworthy offerings. On the editorial side, a special section covered the ups and downs of the Swiss computer community from 1985-1990. For subscribers, *Computerworld* gave a gift of three free months, thereby extending a year's subscription to 15 months. In addition, the publication offered a voucher of 50 Swiss francs as a special promotion to new subscribers. Osterwalder said that this promotion, which is still running, has been quite successful with about 200 new subscribers taking advantage of the offer.

As a special present to advertisers, *Computerworld Schweiz* sold color ads in the anniversary issue at the black-and-white rate and increased circulation for the issue from 12,500 to 30,000 copies.

Osterwalder described a variety of goals for CW Publikationen during the next five years. A special *PC & Workstation* section will be added to *Computerworld Schweiz*, bringing the number of major sections to four: *News*, *In Depth*, *PC & Workstation* and *Recruitment Advertising*. There will be more use of color and graphics, a new logo and new design. The first revamped issue will appear in time for the Swissdata Computer Show in September.

- SEE PAGE 7

DIE WOCHENZEITUNG FÜR INFORMATIK

COMPUTERWORLD SCHWEIZ

Fünf Jahre

Der spannende Computer

2 Betriebssysteme, 1 Workstation

Siemens fördert den Fussball

Apple wird grün

Fünf Jahre Computerworld Schweiz

DIESE WOCHE

IDG Switzerland Still Going Strong

IDG Switzerland is one of the most successful start-ups in the history of IDG: after an initial investment of one million Swiss francs, the company reached break-even after two years, payback in three years, and a 300 percent increase of paid subscribers, revenues and profits in four years. According to Osterwalder, the company is still going strong. With improvements to *Computerworld* and the launch of *Macworld*, Osterwalder expects a 50% growth rate for the next fiscal year.

Portable Computing Offers FAX-IT-BACK, an Electronic Reader's Service

Portable Computing magazine will offer readers a fully automated electronic reader's service called FAX-IT-BACK starting with the August issue.

Associate publisher **Brenner Fuller**, the person primarily responsible for bringing the service on board, called FAX-IT-BACK "a revolutionary way to expedite and automate the dissemination of advertiser literature." The service provides the reader with hard-copy information via fax on selected products advertised in the magazine and simultaneously supplies the advertiser with the names and addresses of qualified, interested sales prospects. The service is free of charge to all *Portable Computing* advertisers.

Fuller explained that the system was designed with three concurrent needs in mind: 1) the reader, looking to make an informed buying decision, needs product information prior to talking with a sales representative; 2) the advertiser needs an effective way of quickly disseminating requested information to readers while they are involved in the purchase decision process; and 3) the magazine publisher needs to make vendor investments in space advertising as effective as possible.

How Does It Work?

FAX-IT-BACK combines available technologies (digitized document scanning and storage, voice messaging and computer-generated fax transmission) with a proprietary software system.

A reader who wants additional information on an advertised product dials an "800" number identified on *Portable Computing*'s reader service card. A voice-messaging system welcomes the reader, promotes the magazine and prompts the reader to enter the three-digit FAX-IT-BACK number shown at the bottom of the ad. The reader is then prompted to enter his fax number, and the entry is repeated verbally to the caller for confirmation. Last, the reader is thanked for calling and for reading *Portable Computing* and is asked to leave his name, company name, address and phone number in the voice mailbox.

INSTANT
INFORMATION

"The entire process typically takes only about a minute, and the caller is guided through in an easy-to-follow manner," Fuller said.

The request is automatically processed, and the advertiser's pre-stored digitized product information is merged with the caller's fax number for transmission. Within a few minutes the reader receives the requested information.

Today's Environment

Fuller believes that "with millions of facsimile machines in use, FAX-IT-BACK is tomorrow's alternative to traditional reader service, available today." At the moment, "bingo card" reader service, in which a reader checks off items of interest on a postcard, is the primary way of communicating with advertisers.

While Fuller sees FAX-IT-BACK as a powerful complementary service, he doesn't think it will completely replace reader service cards. "For the most serious prospects, though, it provides a way for the advertiser to respond immediately to that reader's request for important product information, specifications, or pricing," he said.

Fuller added that the deliberate act of dialing the FAX-IT-BACK number and entering the required information into the phone qualifies the caliber of the sales lead. The voicemail system provides an immediate link between the reader and advertiser, and the advertisers will be able to contact interested prospects within hours of their peak interest.

The Payback

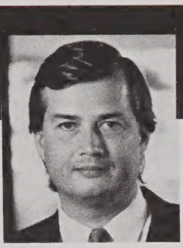
Fuller expects that FAX-IT-BACK will reduce advertiser costs for producing, printing, labeling and mailing expensive product literature. "Clearly, advertisers who take advantage of the opportunities offered here will have a competitive advantage over those who don't, and they'll be distinguished as business leaders who are proactive to customer needs and dedicated to service," Fuller said.

Portable Computing has arranged with service provider Instant Information of Boston for an exclusive among its direct competitors. Advertisers who participate will pay a $25 transcription fee per month plus 80 cents per record to receive a hard copy of the voicemail messages each week. For an additional $10, they can also choose to receive leads once a month on a disk.

For more details on FAX-IT-BACK, contact Fuller at IDG/C Peterborough, tel. (603) 924-0219, or Instant Information, 66 Long Wharf, Boston, Mass., 02110, tel. (617) 523-7636.

On line

ASK AXEL



Q At the Worldwide Editors' Meeting in March, you talked about fostering closer relationships between IDC and IDG Communications. Can you tell us what, if any, progress has been made in this area to date?

A Yes, cooperation between our research and publishing operations is making steady progress. In many places, our publishing sales and marketing teams and our IDC research teams have developed joint projects such as offering IDC research programs or services to advertisers as part of "merchandising credits" with *InfoWorld*, promoting conferences together in many places, and promoting IDC DEC Advisory services with *Digital NEWS*. *Computerworld* in the U.S. came to IDC with the idea of the "IDC White Papers" which is very successful today. Finally, I should mention that IDC resources are now fully utilized for IDG's strategic planning.

On the editorial side, IDC and the IDG News Service plan to add an ongoing analysis service of key industry news by IDC analysts, once our new Email system is up and running this summer. I would like to see more joint projects based on individual initiatives, especially when our publications wish to organize editorial surveys to create original information.

Q Since assuming the top spot at IDC in December, what have been your priorities? Are there any significant accomplishments to report?

A My top priority has been to set up appropriate management systems to better utilize our current resources and market positions. When I came on board last December, I found a terrific team in place, a lot of commitment and hard work, but weak reporting systems and no decentralized P/L by product, either in the U.S. or in Europe! As a result, most IDC managers have been generally poorly informed of what was going on with their own activity or department, which made their job difficult.

One of the major accomplishments this year is the management team's enhanced organization and management of the company. I am confident that this will show in our future financial results.

Q How does IDC stack up against its major competitors in the various areas of the world in which it competes?

A Very well in the U.S., with a variety of different local situations overseas. IDC is definitely the No. 1 market research company serving the computer industry worldwide, ahead of its direct competitors Dataquest and Infocorp by a large measure. Gartner, which sells advisory services aimed at MIS managers, derives 20% or so of its revenues from the industry itself.

Unlike our publishing operations, IDC companies around the world do not have a unified product line strategy. Some operations are 100% consulting operations, while others are mostly sales offices of international products. Still others offer a mix of activities. In some places, we own up to 60% of the local market, as is the case in Australia; in some other places we have a less impressive presence.

Q Which IDC market anticipates the most growth this year?

A Geographically, the Far East is the fastest growing market worldwide. Otherwise, if you look at basic industry segments across the world, the hottest areas will be local area networks, desktop publishing, professional services and system integrators, all 386-based products including upcoming Windows 3.0 products, and the Macintosh market. Looking at IDC operations 1991/1993 strategic plans, I am convinced that IDC is positioned to take advantage of those hot markets.

Axel's prediction: On-screen dictation software including a 3,000-words dictionary and a spell checker will be available within the next 12 months for less than $1,000, running on a 386 PC.

Q What are the main differences between living in the U.S. and living in France?

A Everything is larger here, the country, the size of the houses, the distances from one town to the other, the distance to your office or your friends' homes, cars, food in restaurants, etc. Children are very happy here with a lot of activities and care available for them and above all, a lot of space everywhere. Social and cultural activities, especially in Boston, are different than in France but as exciting and diverse. My family and I love it. One of our challenges is to keep our kids perfectly bilingual so that they will be at home in both cultures. I am pleased to be able to offer them this opportunity for their future life.

Q What did you do before joining IDG?

A Market research, publishing, and head-hunting. I started to work full-time in 1973 as an industry analyst for a market research organization, preparing, executing and selling multiclient surveys. I became a publisher at age 26, and at that time launched an international transportation newspaper which still does well today! The company I was working for, Compagnie Europeenne de Publication, had a lot of projects and I managed a diverse group of publications covering fields such as graphic arts, office automation, computer technology and manufacturing. It was very beneficial training for my career with IDG.

■ ■ ■ ■ ■

Want to know what's going on at the top? IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy will take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.

PC Forum in Moscow Tests IDG's Organizational Skills

Personal service and attention to detail are the hallmarks of World Expo Corp. And despite the successes of past shows such as Communications Networks and Macworld Expo, no event in World Expo's history has required such personal attention and guidance as the upcoming PC World Forum/Moscow, due to premiere July 10-15, 1990.

Preparations for the show began in mid-1989. Logistics were divided between World Expo Corp., IDG International Marketing Services in the United States and IDG Communications Verlag AG in Germany. Coordinating work between the two continents presented a challenge, but one that all sides have handled skillfully. As a result, more than 100 individual companies and almost two-dozen joint ventures, cooperative enterprises and nine Soviet enterprises have signed up for exhibit space.

U.S. exhibitors will be represented not just on the U.S. pavilion but also in their international office booths throughout the Expo floor.

For many companies the prospect of making connections in the world's largest untapped personal computer market was lure enough to make them decide to exhibit at the show. But many of them, despite their strong interest, needed the additional reassurance of the World Expo Corp.'s trade show management skills to put any apprehensions they had to rest.

"Exhibitors had to be assisted more for this show than others because they were inexperienced when it came to dealing with the Soviet Union," explained **Dorothy Ferriter**, project manager for international shows at World Expo Corp. "In fact, several major companies with ample trade show experience delayed their decision to participate because they were apprehensive about dealing with the Soviet Union, despite World Expo Corp.'s extensive international experiences," she added.

The IDG organizers had to reassure exhibitors that despite the dynamic political and economic situation in the U.S.S.R., all of their needs for the show will be met. This guarantee required some substantial preparations. When exhibitors expressed concern that there might not be enough food at the pavilion, **Jens Arne Mannig** of IDG Germany made arrangements to ship in food, a complete kitchen and catering staff. In addition, Ferriter made arrangements for U.S. exhibitors to sign up for a "food package" ahead of time to make meals on the exhibit floor more convenient.

Transportation and accommodations were taken care of as well. The IDG companies worked together to coordinate the travel agencies, airlines and hotels and make participation easier for everyone involved. They developed a turnkey package where with one phone call, exhibitors and attendees were able to reserve application and booth assignments, logistics, freight handling, air travel, hotel, visa support and general travel tips.

There's a certain curiosity factor of doing business in a new and unusual marketplace that makes this show different from the rest, Ferriter said. PC World Forum/Moscow will give exhibitors the opportunity to get established and prepare for the 1991 COCOM developments in Europe, explore the current business climate and make plans for the 1990's, she added.

PC WORLD FORUM
MOSCOW

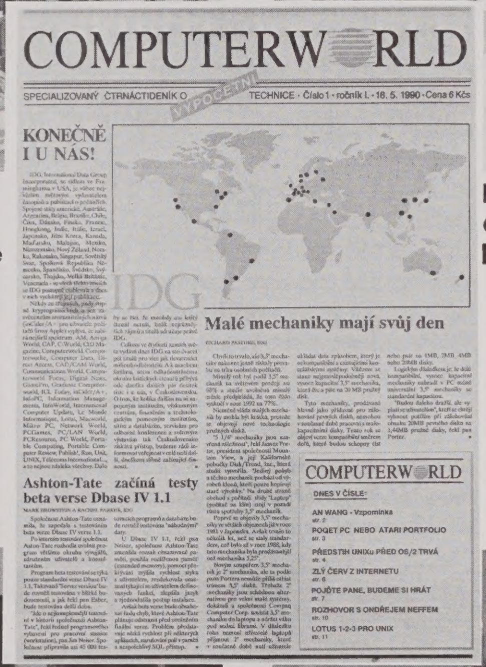
What to Expect While Visiting Moscow

Frank Cutitta, president of International Marketing Services and veteran traveler to the Soviet Union, offered these observations for IDGers heading to Moscow:

- **It is extremely difficult to communicate outside the country by telephone. External calls need to be scheduled in advance and can take anywhere from five minutes to three days.**
- **The variety and availability of food is severely limited.**
- **Bring barter items (gum, pens, small coins) to trade with children for decorative souvenir pins or to help with logistics. Two packs of cigarettes will get you transportation anywhere.**
- **Refrain from taking pictures in airports or railway stations, which are still loosely categorized as military centers. In general, though, freedom to take pictures is fairly unrestricted.**
- **Service in hotels and restaurants does not approach Western standards. McDonald's may have brought "fast food" to Moscow, but people still have to wait in a two-hour line to get in!**
- **The availability of copiers, facsimile machines, and other conventional office machines is limited.**

Computerworld Czechoslovakia Hits Newsstands

Eckhard Utpadel, head of IDG/C Germany, and Pat McGovern with a display of IDG publications at the ORBIS Bookstore in downtown Prague.



COMPUTERWORLD

SPECIALIZOVANÝ ČTRNÁCTIDENÍK O VÝPOČETNÍ TECHNICE · Číslo 1 · ročník I. · 18. 5. 1990 · Cena 6 Kčs

KONEČNĚ I U NÁS!

Malé mechaniky mají svůj den

RICHARD PASTORE, IDG

Ashton-Tate začíná testy beta verse Dbase IV 1.1

MARK BROWSTEIN A RACHEL PARKER, IDG

COMPUTERWORLD

DNES V ČÍSLE:

AN WANG - Vzpomínka
str. 2

POQET PC NEBO ATARI PORTFOLIO
str. 3

PŘEDSTIH UNIXu PŘED OS/2 TRVÁ
str. 4

ZLÝ ČERV Z INTERNETU
str. 6

POJĎTE PANE, BUDEME SI HRÁT
str. 7

ROZHOVOR S ONDŘEJEM NEFFEM
str. 10

LOTUS 1-2-3 PRO UNIX
str. 11

IDG
COMPUTERWORLD
ORBIS

Pat McGovern announces the *CW Czechoslovakia* project to a packed house of journalists in Prague.

The heads of European marketing for sixteen leading computer companies meet with the mayor of Prague during their visit to Czechoslovakia to celebrate the launch of the newest *Computerworld.*

Dr. Jiri Kolecki, head of ORBIS Publishing, toasts the start of *CW Czechoslovakia.* To his right, Pat McGovern and Dr. Vladmir Tichy, general manager of *CW Czechosalovakia.*

IDC Reports Highlight Customer Service, Third-Party Distributors and X-Window Markets

Information about customer service vendor profiles, the worldwide X Windows display market, and the impact of third-party distribution channels is available in three newly published IDC reports.

IDC's Customer Service and Support Group recently released the industry's most detailed and objective analysis of many of the top 50 leading customer service organizations such as Avanti Communications, Diebold, Inc., Pitney-Bowes and Sun Microsystems.

The analysis in *Customer Service Vendor Profiles, 1989 (IDC #4640)* includes corporate information such as revenues and headcounts, terms and conditions of the service agreements, pricing of off-hours services, uplifts for extended service, service discounts, company partnerships, new service programs and future service direction.

Is The Industry in a Tailspin or Is It Just the Vendors? (IDC #4721) finds that the information technology (IT) market shows signs of growing dependence upon third-party distribution channels.

The 10% growth in end-user spending, compared to the 3% growth in U.S. vendor hardware revenues, underscores the tremendous contribution of third parties, including channel partners and system integrators, to the IT industry.

"In 1992 channels and third parties will keep almost as much revenue as the hardware vendors themselves," reported **Lee Levitt**, director of IDC's Distribution Channels Research. "In addition, in 1992, total end-user spending in the PC and workstation markets wil surpass end-user spending on all midrange products. The dealer channel will account for approximately half of this spending."

The report highlights include:

•**Computer Market Growth Analysis.** Details of the growth rate between 1986 and 1992 for hardware vendors, software vendors and end-user spending.

•**Percent of Revenue Going to Vendors vs. Resellers.** A six-year analysis through 1992 of revenues derived from the sale of PCs, small- and medium-scale systems.

•**Change in Channel Use.** Forecasts of the change in channel use including direct, VAR, retail, OEM and others.

X Windows Display Market (IDC #4809) predicts a growth rate of 112% through 1994 as factors such as user awareness and technology enhancements take hold during the next 12 months.

According to **Eileen O'Brien**, director of IDC's Terminals Service, the Unix market is ripe for X Windows. "The technology allows access to server-based applications by a broad spectrum of users at a lower cost per user than a dedicated workstation or PC," she said.

The report highlights include:

•**Worldwide Opportunities.** A five-year forecast for the total X Windows display market, as well as for market segments including color vs. monochrome shipments.

•**X Display Market Players.** A review of vendor strategies, a detailed comparison of their offerings, and an analysis of market share.

•**X Windows Display Technology Characteristics.** Diversification of products can be seen in many of the existing and announced displays. IDC details these characterizations regarding processors, memory, screen size, resolution, refresh rate, network interface and server code.

Computerworld Korea Concludes First Year

More than 40 Korean computer industry executives gathered at the Seoul Hilton on June 8 to help celebrate the first anniversary of Hi Tech Information, Inc./ *Computerworld Korea.*

President and publisher **Young-sil Gimm** hosted a breakfast meeting that featured a presentation by IDG International News Group president **David Hill** on international computer markets and IDG's vision of the 1990s.

Hill's talk sparked a lively discussion about what is happening in the Asian computer markets and the role Korea can play in those markets.

This is a particularly critical time for the Korean information community. The computer industry has been export-based up to now, but high wage scales and other high costs of doing business have left Korea unable to compete on a pure price basis like Taiwan and Singapore. As a result, the industry has to refocus on its domestic market, build a reputation for quality items that can be sold at a higher price, and produce higher-end products that can command a better margin.

The *Computerworld* staff emphasized that they are committed to providing their audience with the latest information to help them be competitive.

During a dinner hosted by Hill later that day, the publication's staff heard the latest news about IDG's activities and discussed their plans for expansion.

IDG Korea president, Young-sil Gimm (center) meets with execs

Battle of the *Network World* Stars Ends in Sudden Death

NWW Senior Editor/Industry Update Bob Brown filed the following report.

There was nothing "miniature" about *Network World* associate editor **Bruce Guptill**'s big victory in the Second Annual John Cox Memorial Pro/Am Miniature Golf Classic held here on June 5.

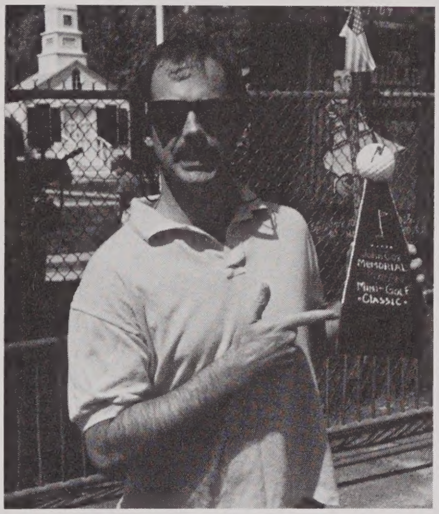
Before a raucous gallery of dozens, Guptill sank a clutch six-inch putt on the second hole of a sudden death playoff to capture the famed Cox Cup.

After 18 holes at the historic and scenic Golf on the Village Green course, Guptill and senior editor **Jim Brown** emerged from a viciously competitive field of *Network World* linksters tied with one-over-par scores of 45.

Fierce winds and annoying youngsters out on school vacation made the course more treacherous than usual. But, charged by the stirring words of former *Network World* editor and current *Digital NEWS* technology editor **John Cox** to "play to win and leave blood on the fairways," Guptill birdied his second playoff hole to defeat crowd favorite Brown.

"The course was the finest of its type anywhere in the world, the competition was excellent, and the thrill of competing head-to-head in a playoff against a giant of the game like Jim Brown really made this an honor worth treasuring," Guptill said.

Brown, gracious in defeat, commented: "I blew it on purpose because I just wanted to get it over with."



Bruce Guptill (NWW) displays his hard-won trophy

Guptill, a real golfer as well, proudly accepted the Cox Cup from *Network World* editor **John Gallant**.

Said Gallant, "Guptill's victory symbolizes the *Network World* spirit. He triumphed over true adversity on the mini-links and showed us what the human race can achieve."

Guptill, asked about his plans to defend his title and retain the Cox Cup, said: "They can have this trophy back when they pry it from my cold, dead hands."

Incidentally, last year's "winner," **Wayne Eckerson**, wimped out and decided not to defend his title. Instead, he mowed the lawn at his new home in Hull.

Noteworthy !

Robert Merrick, formerly a consultant for IDG, has been brought on full-time as the MIS director for IDC and IDG headquarters. In this capacity he will continue to oversee all computer hardware and software issues. Merrick has a B.S.E.E. degree and lists sailing, flying and SCUBA among his interests.

■■■■■

Computerworld welcomes **Michael Fitzgerald** as midwest correspondent. A graduate of the University of Chicago, Fitzgerald received a B.A. in European history. He most recently served as managing editor for *Chicago Computing*. Fitzgerald enjoys reading, athletics, writing and photography.

■■■■■

Michela O'Connor Abrams was named vice president of sales for the western U.S. at *Computerworld's* Burlingame, Calif. office.

O'Connor Abrams began her career with International Data Group five years ago as southwest sales manager at *Macworld*. In 1986, she joined *PC World*'s sales division and two years later was named senior district manager at *Computerworld*'s Burlingame office. In December 1989 she was also made western United States director of the *Computerworld* Global Leadership Network.

CW Schweiz

- FROM PAGE 1

Osterwalder said that the company plans to cancel the controlled circulation with the start of the new fiscal year. "We feel that this is a major obstacle for selling subscriptions. Our plan is to double our paid circulation over the next four-to-five years," he explained.

In addition, *Macworld Schweiz* will be converted to a monthly magazine. Osterwalder said he expects a paid circulation of over 5,000 copies over the next three years, investments of half a million Swiss francs, break-even after two years and payback after three years.

"Over the next few years we see the opportunity to launch new magazines dedicated to special systems like Workstations/Unix or special solutions like CAD/CAM/CIM," Osterwalder said. "Also, we see the chance of a book mailing department and cooperation with computer schools. We certainly have to step across the language barrier to the French-speaking part of Switzerland to serve our French-speaking readers with a weekly publication." He also expects to double his revenues over the next three-to-five years.

Did you know ?

1. WHAT WAS THE FIRST OVERSEAS IDG OPERATION?
2. WHAT WAS THE FIRST OVERSEAS IDC OPERATION?
3. HOW MANY WEEKLY AND MONTHLY *MAGAZINES* DOES IDG PUBLISH IN THE U.S.?
4. WHICH IDG SUBSIDIARY OUTSIDE THE U.S. PUBLISHES THE MOST PUBLICATIONS?
5. AFTER PAT MCGOVERN, WHO HAS BEEN WITH IDG THE LONGEST?
6. NAME A COUNTRY WHERE IDG LAUNCHED *PC WORLD* FIRST AND *COMPUTERWORLD* SECOND.
7. WHAT IDG PUBLICATION HAS HAD MANY OF ITS COVERS DESIGNED BY A LIGHTHOUSE KEEPER?
8. IN WHAT YEAR DID THE CHINESE STOP USING THE ABACUS AND BEGIN USING A COMPUTER TO DO THE NATIONAL CENSUS?
9. WHAT DO THE LETTERS "TIFF" STAND FOR IN DESKTOP PUBLISHING?
10. WHAT DO THE LETTERS "SUN" STAND FOR IN THE NAME SUN MICROSYSTEMS?
11. WHAT DO THE LETTERS IN THE "BASIC" COMPUTER LANGUAGE STAND FOR?
12. WHAT IS THE ENGLISH TRANSLATION FOR THE JAPANESE WORD "ATARI?"

1	IDG Germany
2	IDC U.K.
3	9
4	CW Communications AB/Sweden, 12
5	W. Walter Boyd
6	Taiwan, Soviet Union
7	*PC World* Spain
8	1982
9	Tagged Image File Format
10	Stanford University Network
11	Beginners All-Purpose Symbolic Instruction Code
12	Warning

IDG *World Update*

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News Editor
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Editorial Director
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Contributing Editors
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Second Annual Computerworld Smithsonian Awards

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On Line: Walter Boyd Answers Your Questions

- SEE PAGE 3

CD-ROM Expo Bound For Boston

- SEE PAGE 4

IDG *World Update*

VOLUME 20, NUMBER 27 **JUNE 18, 1990**

Joint Venture in Poland Complete

Add Poland to the list.

IDG chairman **Patrick J. McGovern** announced that the contract has been signed to produce *Computerworld Poland*, the first computer newspaper for the Polish computer market.

McGovern said the publication will be issued twice a month, with a minimum of 50,000 copies to information systems managers, computer professionals and computer industry executives.

With the first issue set for June 30, *Computerworld Poland* will be distributed by paid subscriptions, computer stores and bookstores.

McGovern said the publication will be issued by IDG Poland, S.A., a joint venture company established between International Data Group and Compress, S.A., a leading Polish technical publishing company.

"We are delighted to be establishing our first computer publication in Poland to serve the courageous Polish people who have made the most rapid and complete steps toward a private enterprise and free market economy of any country in Eastern Europe," McGovern said.

McGovern added that *Computerworld Poland* will serve as an effective communication vehicle between the worldwide computer industry and those executives and managers in Poland who are the key decision-makers.

Poland is estimated to have an installed base of over 30,000 mainframes and more than 400,000 PCs. The annual growth rate of the Polish computer market is expected to be 24% during the next 12 months.

McGovern also noted that he anticipates that the joint venture with Compress, S.A. will be a productive relationship. "The founders of Compress, S.A. were the key executives and editors responsible for the foundation of *Komputer Magazine*, currently the largest monthlky magazine for the small systems and personal computer field in Poland," he said. "They are the most experienced group in computer publishing in the country."

Advertising in *Computerworld Poland* will be sold through IDG's International Marketing Services.

CIO Selected for Design Award

Artwork from *CIO* magazine has been selected to appear in the prestigious *Print's Regional Design Annual 1990.*

***CIO* art director Mary Marshall and assistant art director Moira Gillis submitted 30 photographs and illustrations for the competition. *Print*, whose readers include designers who create any type of piece for the print medium, received more than 40,000 entries this year.**

"We'd like to credit editorial for their contributions toward our receiving this honor," Marshall said. "We can't produce quality work if the editorial content isn't there. We also appreciate their willingness to let us go out on a limb sometimes."

Marshall said that the open nature of the contest made their selection particularly significant. "We weren't competing with just trade magazines," she said. "We were up against people who design marketing materials, annual reports, packaging and other kinds of printed matter."

***CIO* has also done well in the Ozzie awards for magazine production and another competition for printing excellence, but for Marshall, this first-ever award from *Print* carries the most weight.**

The *CIO* staff will find out which pieces have been selected for the *Regional Design Annual* when the publication comes out later this summer.

The Chairmen's Committee

Patrick J. McGovern
International Data Group

Fritz Landmann
Computerworld

Roger Kennedy
National Museum of
American History
Smithsonian Institution

Lawrence J. Schoenberg
AGS Computers, Inc.

Robert E. Allen
AT&T

John C. Lewis
Amdahl Corporation

George T. Shaheen
Andersen Consulting

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William Atkins
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Diebold, Incorporated

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Digital Equipment
Corporation

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Electronic Data Systems
Corporation

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Unisys Corporation

Dr. Bernard K. Tse
Wyse Technology Inc.

John P. Frank
Zenith Data Systems
Corporation

Ceremony for IT Heroes Set

COMPUTERWORLD
SMITHSONIAN AWARDS

The finalists from a field of more than 250 entrants have been selected for the prestigious Computerworld Smithsonian Awards. The nine winners will be announced at the second annual awards dinner at the National Building Museum in Washington, D.C. on June 25.

This year's categories are: Business, Education, Environment, Finance, Government, Manufacturing, Media, Medicine and Transportation. Each area of competition will be judged by a panel of three distinguished representatives from that specialty. The awards program as a whole is overseen by a 61-member committee (see box at left).

The winners will be included in the Smithsonian Institution's permanent exhibit, "The Information Age: People, Information, Technology," which opened on May 9.

The five nominees in each category will not know who has triumphed until the announcement is made on June 25. Roger G. Kennedy, the director of the Smithsonian Institution's National Museum of American History, International Data Group chairman **Patrick J. McGovern** and *Computerworld* president and publisher **Fritz Landmann** will present the awards.

"These awards not only recognize the contributions of the winners but also enlighten others about how information technology can be used to better our world," said Landmann. "The purpose of these awards is to raise awareness among individuals, businesses and nations about meaningful new applications of technology. By increasing recognition of these heroic achievements, we hope to provide benefit to the greatest number of people."

At the Awards dinner, Dr. Robert Tinker will be honored as the recipient of the first Siemens Award for the Advancement of Science. Dr. Tinker, chief science officer of the Technical Education Research Centers (TERC), has spent almost 20 years developing Cambridge, Mass.-based TERC and its influential programs, which have introduced computers and communications technology into the classroom. TERC's telecommunications-based programs alone reach more than 75,000 students and 2,500 teachers around the globe.

"Dr. Tinker's vision of children as scientists, tackling real world problems, makes him the ideal recipient of this award," commented Hans Decker, president of Siemens Corporation. "Siemens decided to join the newsweekly *Computerworld* and the Smithsonian Institution as the sponsor of this award because we believe members of the scientific and academic communities who are laying the foundations of science education must be recognized and encouraged to continue their work."

The first Lifetime Achievement Award for Information Technology, sponsored by Price Waterhouse, will be awarded during ceremony. The award is given as part of a Benefactor's Program, which complements the Computerworld Smithsonian Awards.

This Lifetime Achievement Award will recognize an individual who, in the face of considerable obstacles, has made an outstanding contribution to society through the use of information technology. This individual will have demonstrated both a personal and a professional commitment to achieve the stated goals. Criteria for judging the award include: dedication to innovation, demonstrated leadership qualities, success in achieving goals, and benefit to society.

Nominations for the Lifetime Achievement Award will be submitted by the Computerworld Smithsonian Awards judges and winners from previous years.

Established in 1989, the Computerworld Smithsonian Awards were created to recognize heroes of technological innovation, to demystify public perceptions of technology and to clearly identify the benefits technology brings to the lives of the general public.

On line

ASK WALTER

Q As president of IDG, what are your job responsibilities?

A The key is not the title of "president" but the descriptor on my title: that of chief operating officer (COO) of the corporation. This really means that as one member of The Executive Committee at headquarters, I'm responsible for making sure that the day-to-day operations of IDG are on target. (While the committee works as a team each of us has some specific duties and each of us brings different talents to the group.) Being on target means having the right manager in the right job at the right time, making sure that business plans are being met on a monthly and quarterly basis, making sure that our business projections are realistic and that they too are being met, and that the company is, in a broad sense, operating to capacity on a regular basis.

Q What did you do before you joined IDG?

A Professionally, I've never done anything but publishing. I got my first job in publishing 31 years ago in February of 1959! That job was with radio station WFMT in Chicago and it was at a time that the classical music FM outlet was just starting what was to become *Chicago* magazine. I was there for seven years and left as managing editor. From there I went to *Trans-Action* magazine in St. Louis (published at Washington University). The publication was meant to be what *Psychology Today* eventually became, but the atmosphere was stifling and I soon realized that I wanted out.

At that point I had a good friend at *Advertising Age* and he let me run a "position wanted" ad that **Pat McGovern** actually answered. I met with Pat, immediately believed in what he was doing and have never looked back. That was more than 22 years ago.

Q When you hire someone for IDG, what basic qualities do you look for?

A These days the only hiring I do is at the "presidential" level, both here and off-shore. The main quality is always leadership. How good are people going to be in forming and/or leading a team, how reactive or proactive are they going to be, how are they going to behave under stress, how are they going to lead their teams to success, how motivated are they to be the very best? These are the usual questions I ask myself and try to find out about people during employment interviews.

Obviously, each position is completely unique in that we never have two companies at the same point in their history, maturity or market position, and this always requires a great deal of careful and thoughtful investigation as to what kind of person would be best for a particular job at any point in time. I look at what's most needed — experience in the market, publishing background, ability to maintain an organization, need to grow an organization, knowledge of budget/financial procedures, etc. The list is really quite long as we try to treat each organization as a completely separate and distinct group.

Q What's the most difficult part of being president of such a highly decentralized company?

A I suppose it's keeping the balance between caring and being there to help if asked and giving each of our managers the ability to do their own thing without being judgemental or censorious. We want highly motivated people who, by nature, do not want or appreciate a lot of direction (thank heavens, as we have some 65 separate operating units) but we do want people who will respect the culture of IDG and our corporate values.

Another item, of course, is succession planning. To make sure that we are constantly bringing along people within our corporation who will be the leaders of the future and will be there to either fill current vacancies or be ready to take on new and independent projects as the needs arise. And, given our company goal of constant and significant growth, those needs arise with great regularity.

And then there is the question of forming a cohesive and inter-locking team of highly ambitious high achievers and goal-motivated managers on a worldwide basis. This is really the same problem that each of our managers face within their own organizations: forming a team (while maintaining respect for individuality) and making it productive and successful.

Q Can you cite any non-IDG companies whose management styles you admire?

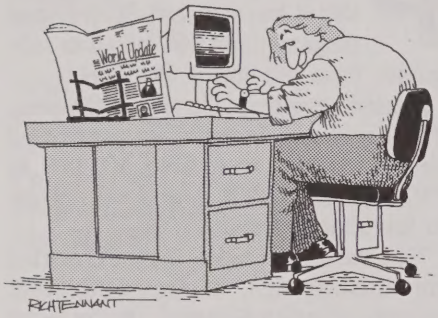
A There are certainly many well-managed companies within the computer and publishing industries. I admire any company that is capable of dealing with rapid change while maintaining its personnel, its humanity and its profit margins. There is no one magic formula for success other than making sure you're staying close to your customer.

■ ■ ■ ■ ■

Want to know what's going on at the top? IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy will take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update via fax number (617) 423-0712 or Ontyme box IDGHQ.D/Butler.

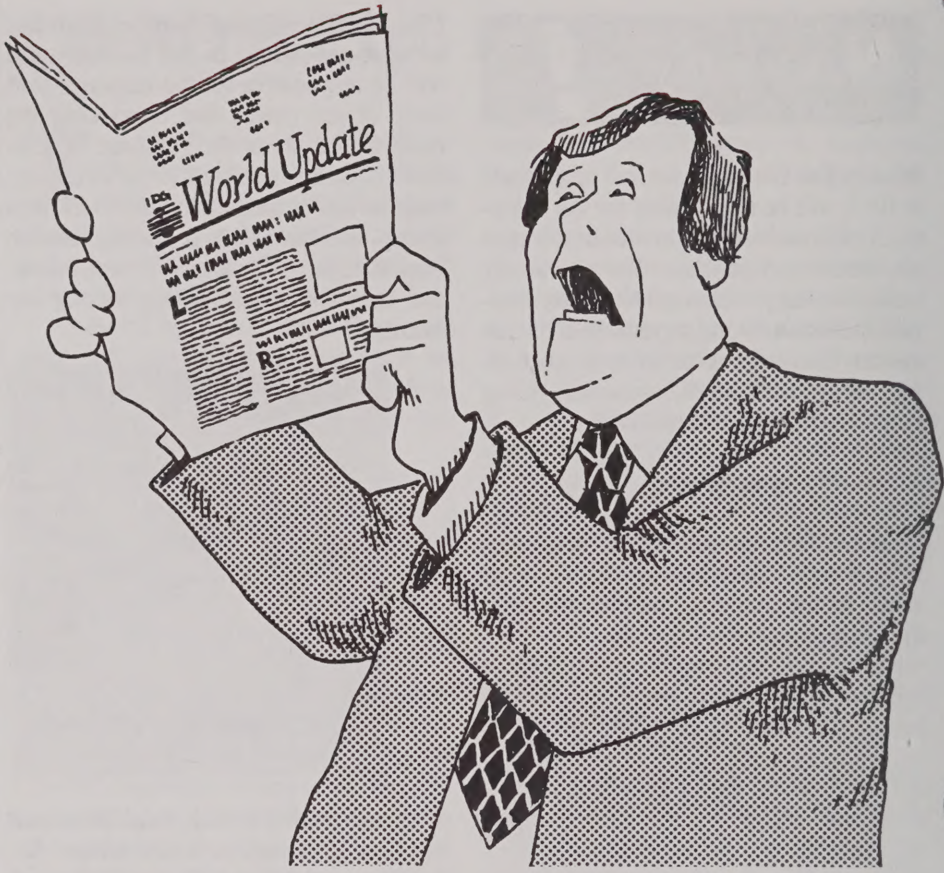
Off line

Win Your Own



Off Line T-shirt

Put your imagination to the test! Create a brief caption for this Rich Tennant cartoon (at the right) and send it to *IDG World Update* by Wednesday, July 27. The person with the most amusing submission will be recognized in *World Update* the following week and will receive an original IDG "Off Line" T-shirt emblazoned with the cartoon shown above. Send your ideas via fax to (617) 423-0712 or Ontyme box IDGHQ.D/Butler.



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IDG World Update

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Deborah S. Butler

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Patricia Valavanis Smith

Editorial Director
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IDG Raises $60,000 and Beats Ziff-Davis in Rival-Aid Challenge

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On Line: Pat McGovern Answers Your Questions

- SEE PAGE 3

Around the World with the IDG International News Group

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IDG *World Update*

VOLUME 20, NUMBER 26

JUNE 11, 1990

Monitors, Health Risks Investigated

Macworld's July issue contains what has been viewed of late as a highly controversial report on the health hazards of computing. The issue raises tough questions about computers and health risks, i.e. how long can we afford to overlook disturbing statistics?

Four special reports are included in the magazine, "The Magnetic-Field Menace," by *New Yorker* writer Paul Brodeau, "Is Your Computer Killing You?", a commentary by editor-in-chief **Jerry Borrell**, "Conspicuous Consumer" by **Deborah Branscum** and "Color Monitors Put to the Test" by **Robert Eckhardt**.

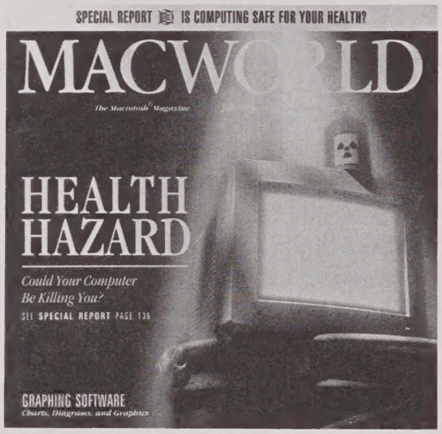
These special reports have been receiving nationwide notoriety. CBS television, cable news network and San Francisco-based NBC affiliate KRON all interviewed Borrell and reported on *Macworld*'s investigative editorials. This week, *Time* magazine will report on the issues *Macworld* has brought to light.

Macworld argues that every day, millions of people sit down to their terminals, and unless seated at a safe distance, are instantly surrounded by an electromagnetic field (ELF) that could be endangering their lives. There has been very little study among humans with regard to the long-term effects of ELF emissions. However, some scientists suspect ELF emissions are responsible for causing various sorts of cancer, interfering with intracellular activities, and immunologic abilities and disturbing hormonal secretions.

According to *Macworld*, serious questions should be raised about potentially harmful health effects of the ELF emissions from display monitors.

For these reasons, *Macworld* conducted careful measurements of the strength of the magnetic fields given off by monitors that are commonly used with the Macintosh. An explanation of these fields is cited in Brodeau's report with safety precautions and information for Macintosh users so that they can take protective measures to reduce their exposure to magnetic fields.

Why has *Macworld* raised this issue? Borrell says no other computer magazine


SPECIAL REPORT IS COMPUTING SAFE FOR YOUR HEALTH?
MACWORLD
The Macintosh Magazine
HEALTH HAZARD
Could Your Computer Be Killing You?
SEE SPECIAL REPORT PAGE 136
GRAPHING SOFTWARE
Charts, Diagrams, and Graphics

has had the temerity to question whether the industry upon which its livelihood depends may be responsible for long-term health problems. He writes that the responsibility of the magazine's staff

- SEE PAGE 5

A Note From the Publisher

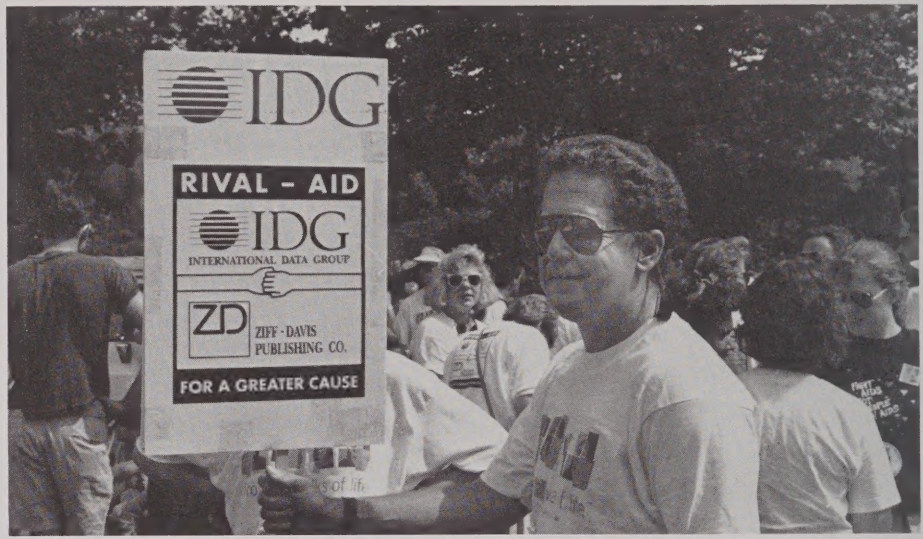
Welcome to the NEW *IDG World Update*. You will find many new features, with additional surprises in the weeks ahead. You will find a lot about the International News Group in this issue, too. We want you to learn about us. We also poke a little fun at ourselves with the first IDG Do-er's Profile in this issue. A new profile will appear every three weeks. In between, look for other new features on the back page. We want to hear from you. Tell us what you think of the new *World Update*. Give us story ideas. Send us your photos. Happy reading!

IDG Raises $60,000 For AIDS Benefit

Forgoing the beach, boating and other summer activities, more than 180 IDG employees walked along Boston's sunny streets on June 3 in the "From All Walks of Life" fundraiser for AIDS care and research.

IDG clearly surpassed publishing competitor Ziff-Davis in the RIVAL-AID challenge to see which company could raise the most charitable contributions. With more than three times as many participants, IDG collected over $60,000 in pledges and matching donations, while Ziff's total was just over $10,000.

IDG's presence was highly visible among the crowd of 20,000. Sporting T-shirts and carrying signs with the RIVAL-AID logo, IDG employees were easily distinguished from the other corporate participants.



Paul Earl Displays his IDG Pride

"Everyone just did an incredible job. The $60,000 raised is a staggering amount," said IDG president **Walter Boyd**. "I think the effort shows how much caring there is in the company."

IDG telecommunications analyst **Olga Greenwood**, the top fundraiser with $6,928, earned the chairman's prize for her accomplishments: two round-trip tickets to London. Greenwood's team, the Dial Tones, gathered pledges and participated in the walk in memory of Frank Collins, a CW employee who died of AIDS in 1988.

"It was a lot of hard work to raise the money and to walk. I still have two blisters, but it was worth it," Greenwood said. "It's a real thrill to win this trip; I've never been to London," she added.

Numerous people played important roles to help IDG succeed in this major charitable event. **Donald Young**, executive assistant to president Walter Boyd, participated in the preliminary Ziff/IDG discussions, set up the organizational meetings and served as a contact for logistical questions. IDG human resources administrator **Debbie Bernardi** assisted with meetings and was instrumental in tabulating the final count.

IDG
RIVAL - AID
From all walks of life

(L to R) Pat McGovern, Meghan O'Leary, Lore McGovern, Donald Young and Walter Boyd

Other key organizers were: **Martha Stephens** (IDG), **Glenda Cudaback** and **Greg Levandusky** (CSC), **Bill Sell** (CMG) and **Mitch Hall** and **Jeff Arcuri** (Mitch Hall Associates).

The team captains who rallied their fellow employees and collected pledge sheets deserve special recognition. They are: **Kathy Kane, Jayne Enos, Kurt Carlson and Penny Janzen Winn** (IDG); **Jodie Naze, Terry Scuzzarella, Greg Pinsky, and Jane Creighton** (CW); **David Brown** (TIS); **Meghan O'Leary** (CIO); **Elaine Ouellette, Larry Bishop, Debra Brown and Kathy Collins** (IDC); **Joanne Oteri, Gail Acquafresca, Fayanne Riegelhaupt, Joanne Oteri, Donna Felice and Paula Marcotte** (ITI); **Deb Goldstein** (LIST/Rentals); **Elizabeth Lindholm** (DNP); **Scott Finlay and Nanci Farguharson** (NWW); **Marsha Acquafresca** (IMS) and **Dorothy Ferriter** (CMG).

PCResource Announces 1990 Best Value Awards

IDGC/P's *PCResource* magazine has announced the 1990 Best Value Award products as chosen by the publication's readers: 185,000 small-business PC users.

Criteria for selection were performance, reliability, ease of use, vendor support and pricing.

Paul Nesdore, editor-in-chief of *PCResource*, said that the reader response to the contest surpassed all expectations. "After two years, this program has further confirmed our readers' interest in making buying decisions based on value, not price alone. We will continue to give *PCResource* readers a chance to voice their opinions on the PC product marketplace."

The winner for desktop computer was a three-way tie among ALR Powerflex (Advanced Logic Research, Inc.), Compaq Deskpro 386/33, Model 84 (Compaq Computer Corp.) and Gateway 386/20 (Gateway 2000). Other winners were:

LAPTOP COMPUTER
Toshiba T1200HB

PRINTER
Panasonic KX-P1124

DATABASE SOFTWARE
DBASE IV (Ashton-Tate Corp.)

SPREADSHEETS
1-2-3 Release 3.0 (Lotus)

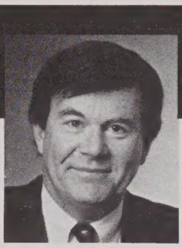
WORD PROCESSING
Word Perfect 5.1

GENERAL PRODUCTIVITY
Quicken 3.0 (Intuit Inc.)

OVERALL WINNER AND VOTE GETTER
PC Tools Deluxe 6.0 (Central Point Software Inc.)

On line

ASK PAT



Q The IDG headquarters staff is scheduled to relocate to Boston this year. What factors prompted this decision?

A IDG is truly a global company. Therefore the headquarters team needs to travel a great deal throughout the world to visit our business units, visit customers and explore new business opportunities. IDG is moving to downtown Boston so it can be closer to the airport for outbound travel and to provide greater convenience for people visiting IDG headquarters from around the world. The new office is only 12 minutes by public transportation from the airport. For visitors staying overnight, four hotels are within two blocks of the office, and a fine choice of restaurants, theaters, etc. are nearby.

Q What are the particular challenges you face when entering into negotiations with Eastern European countries?

A The major problem in setting up a business negotiation in an Eastern Europe country is that the laws concerning the formation and operation of such companies and joint ventures are just becoming established. There is a good deal of uncertainty about the final form these laws will take. However, there is a strong demand in the Eastern European market for our products, and we are moving as fast as practical to establish our research services, publications, expositions, and conference activities in each of these countries.

Q How many frequent flyer miles do you accrue in one year?

A I fly about 275,000 miles a year, using the airline with the best schedule to get to the desired destination. About one trip in eight is free due to frequent flyer bonus awards.

Q IDG recently entered into an agreement with ExecuTrain, a computer training company. How will this affect IDG?

A IDG sees training on PC applications as a major market opportunity in the 1990s. We are pleased to have made an investment in ExecuTrain, one of the world's leaders in PC training. The agreement calls for IDG to acquire 100% ownership of this company over the next few years. IDG will assist ExecuTrain in expanding worldwide, and we expect this business unit to be important to our corporate growth.

Q Do any of your children plan to follow in your footsteps?

A One of my children, now in college, is planning to be a physical therapist when she graduates. The other is running a software company that provides value-added turnkey solutions for government and professional firms. They are both excited about their career choices, and have no plans to work in the information industry.

Want to know what's going on at the top? IDG chairman Patrick McGovern, vice chairman Axel Leblois, president Walter Boyd and executive vice president/finance Bill Murphy will take turns each week answering questions on topics of interest to IDG employees. Queries should be submitted to IDG World Update via fax number (617) 423-0712 or ontyme box IDGHQ.D/Butler.

Spotlight

IDG News Group

From offices situated in the midst of many historic Boston landmarks, the IDG International News Group keeps its fingers on the pulse of IDG offices worldwide. The IDG News Service, *IDG World Update*, the IDG Database, *International Computer Update* and IDG's international licensing agreements are handled by an eight-person staff led by president **David Hill.**

Editorial director **Penny Janzen Winn** manages the News Service, an on-line clearinghouse for computer industry stories generated by IDG publications worldwide. IDG offices around the world are connected to the service through the NWI network. Publications submit their own stories, and any user can retrieve a daily summary of the wire or pull down entire articles that can be used in a number of ways.

IDC offices and some reporters use the news wire as a tip service or research tool. Others may incorporate some of the information into their own stories or run an entire article with the originating author's byline.

A GLOBAL PERSPECTIVE

The Boston staff is supported by European bureau chief **Linda Lewis** at IDG Communications S.A. in Paris and Asian bureau chief **Lori Valigra** in Tokyo. A growing number of international correspondents supplement the publications' contributions by writing stories specifically for the News Service. **Yasuko Yoshimi** (IDC Tokyo), **Chris Brown** (*Computerworld Taiwan*) and **Ralph Bancroft** (London) each file several stories weekly. Rounding out the list of IDG News Service contributors are columnist **Charles Lecht** in Tokyo and free-lancer **Elizabeth De Bony**, who has recently begun filing articles.

David Hill and Craig Pierce

On a heavy news day, news editor **David Bromley** and associate news editor **Sharon Baker** collect an average of 70 to 80 stories and edit the bulk of them for immediate distribution.

Organizing the communications between the News Group and more than 35 contributing publications is a task handled with skill by editorial assistant **Maureen Page.** Page provides general office support to the entire News Group and serves as the coordinator and troubleshooter for the Ontyme and NWI systems.

The News Service has grown tremendously since its inception in 1985, when its main task was to courier page proofs from the U.S. *Computerworld* to the growing list of IDG publications being launched overseas. Today, in addition to distributing news from approximately 40 IDG publications around the world, the service also provides a weekly update of the *InfoWorld* product reviews, copy from the monthly U.S. *PC World*, and an extensive calendar listing of trade shows around the globe.

Unlike a public wire service such as AP or Reuters, the IDG News Service is a proprietary network designed to facilitate the worldwide exchange of information between IDG publications.

NEWSLETTERS, TOO

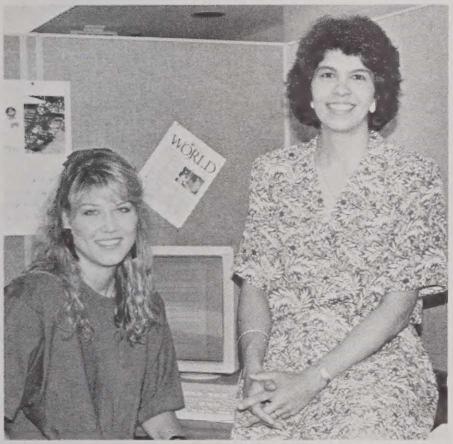
Stories derived from the News Service are used after a slight time delay in *International Computer Update*, a weekly newsletter launched in 1988. The 8-12 page publication is sold to subscribers worldwide, primarily vice presidents and chief information officers of international technology firms. Doubling as editor of *ICU*, Sharon Baker selects 15-20 of the top stories that ran on the wire the previous week for the newsletter. Baker uses a Macintosh-based desktop publishing system to produce *ICU*, creating separate editions for the U.S., Europe and Asia.

News Group general manager **Craig**

David Bromley, Maureen Page, Penny Janzen Winn and Sharon Baker

Pierce handles marketing and circulation for *ICU*. In addition, he serves as the office's systems manager and conducts financial analysis and forecasting for the unit.

IDG World Update, became part of the News Group family this past February, when managing editor **Deborah Butler** relocated to Boston from IDG's Framingham headquarters. Originally known as the *Monday Morning Report* during the company's early days, *World Update* has grown to encompass a diverse assortment of foreign and domestic news. Butler and news editor **Patricia Smith** are always on the lookout for the latest IDG happenings, and they encourage all employees to contact them with photos, news, or story suggestions.



Deborah Butler and Patricia Smith

The International News Group also has responsibility for developing, negotiating and administering editorial license agreements worldwide. These agreements allow entrepreneurs in foreign markets to license IDG's titles and editorial content for use in their home countries. IDG currently has license agreements in such locations as Chile, Colombia, Finland, Israel, India and Korea.

The News Group invites any IDG colleagues who are visiting the Boston area to stop by and say hello.

Monitors

- FROM PAGE 1

is to tell the readers if they are in danger, rather than protect the short-term interests of the industry.

Borrell's commentary focuses on the personal computer user. He explains, "The real problem, you see, lies not in the dangers that technology can produce, but in the people who control the instruments of business that produce the technology. It is their tendency to try to disprove that any harm will come from new technology, rather than to seek to protect the lives of those who pay to use the new technologies."

Borrell goes on to dispel the common belief, "If this were really true the government would have warned us." He lists 14 chemicals certain to sound familiar. They are all products that are capable of killing both workers who produce them and people who use them in their work - substances that both government and industry have at one time claimed have no ill side effects. Borrell fears that reaction to ELF emissions are following the same pattern.

So far, no government safety standards have been ruled on. However, Senator Albert Gore (D-Tenn.), who held hearings on this subject as a congressman in 1981 and was the only one who would discuss the subject with Borrell, has agreed to hold a Senate hearing this summer.

Borrell vows that *Macworld* will continue to work with the appropriate congressional staffs to try to bring about legislative activity. In addition, "Conspicuous Consumer" columnist **Deborah Branscum** will regularly report on the activities that manufacturers are undertaking to reduce ELF emissions.

After reading a chapter in Alan Derickson's *Dying for Work: Workers' Safety and Health in Twentieth-Century America*, Borrell came to realize that "We are, just as our grandparents before us, in the midst of the latest technological/industrial maelstrom, facing a new set of health-related issues little understood by our peers." Borrell observed that indeed the task now is even harder. Scientific proof falls upon those least able to afford extensive research; while industry, government, and trade associations often bring to bear all their economic strength to discredit, deny, and disprove any evidence that may be brought forward.

Borrell states that every time a public claim is made about a product's impact on health, a long denial period ensues. During this time, while the public receives mixed signals about potential problems, people continue to grow ill or die while scientists and technologists argue.

In this case, however, Borrell and his editorial staff have tried to shed more light on the issue by urging computer users to ask questions. As Borrell stated in his interview with CBS Evening News, "If we're wrong, what's the cost? But if we're right, we've potentially saved a lot of people from a great deal of harm."

What Standards?

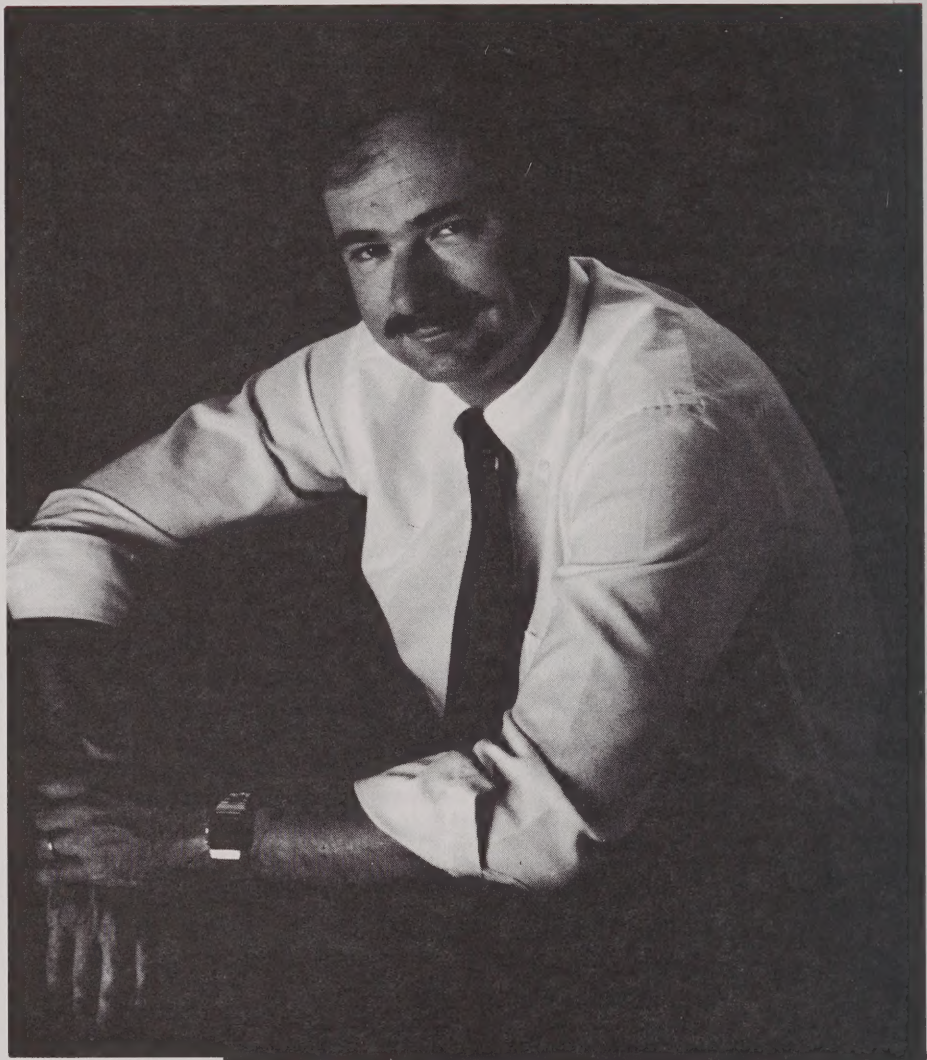
While there are currently no American standards for the emissions targeted in Brodeur's story, Macworld editor Suzanne Stefanac notes that several countries—Sweden, Canada, West Germany, Britain and the Soviet Union—have issued standards that address very-low-frequency (VLF) magnetic fields, and companies such as IBM, DEC and Philips already produce CRT monitors that meet those standards.

The Swedish standards are the most stringent. In 1987, the Swedish National Institute for Metrology and Testing recommended that computer monitor users not be exposed to VLF magnetic fields of more than .5 milligauss at 50 centimeters. New testing protocols for measuring electric and magnetic fields in the extremely-low-frequency (ELF) range were outlined in the fall of last year and new, even stricter standards are expected to be announced in September 1990.

Do-ers profile

David Hill

- **HOME**: Hamilton, Massachusetts
- **BORN**: 8/12/52
- **PROFESSION**: President, IDG International News Group; Licensing guru
- **WHY I DO WHAT I DO**: "Somebody has to keep the airlines in business."
- **LAST BOOK READ**: *A Brief History of Time* by Stephen Hawking
- **FAMOUS PERSON WITH WHOM YOU'D MOST LIKE TO DINE**: Thomas Jefferson
- **FAVORITE VACATION SPOT**: Anywherethere's an ocean
- **FAVORITE CITY**: London
- **QUOTE**: "It is required of a man that he should share in the action and passion of his times at peril of being judged not to have lived." (Oliver Wendell Holmes)
- **PROFILE**: Outwardly calm, easy-going and prone to chocolate seizures.



IDG World Update would like to thank Tom Monahan for his assistance in the redesign of the newsletter

IDG *World Update*

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Managing Editor
Deborah S. Butler

News Editor
Patricia Valavanis Smith

Editorial Director
Penny Janzen Winn

Contributing Editors
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Sharon Baker

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IDG
WORLD
UPDATE

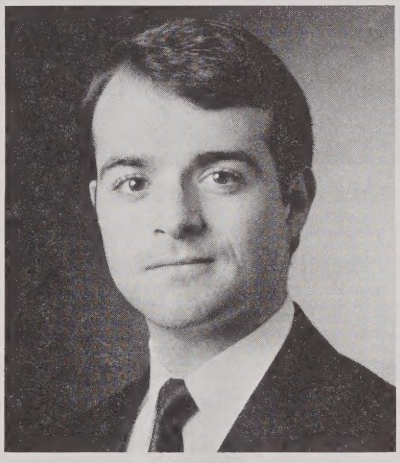
Volume 20, Number 26 June 4, 1990

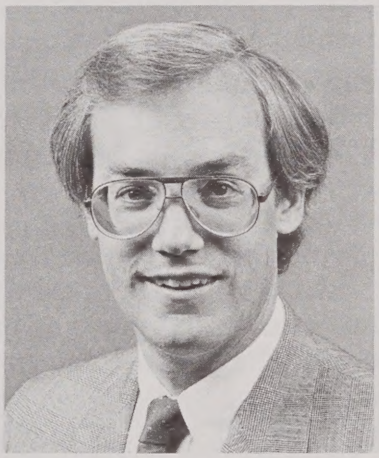
New Publishers for *PC World*, *Digital NEWS*

Patrick Kenealy, president and publisher of *Digital NEWS*, was appointed president and CEO of PC World Communications and publisher of *PC World* during an announcement last week. Concurrently, *Digital NEWS* associate publisher **David Egan** was named publisher of the VAX market newspaper.

Kenealy, who in 1986 was the founding publisher of *Digital NEWS*, guided the national publication from start-up to profitability in four years. During his 13 years in the publishing industry he has spoken extensively on mini- and microcomputer industry trends at dozens of conferences in the U.S. and Europe, and has written and edited hundreds of articles on computer topics.

"All of us at IDG are delighted to have **Pat Kenealy** heading up *PC World* at such a time of transition and opportunity in the PC market," IDG Chairman **Pat McGovern** said. "The fast-changing PC environment demands a publishing executive who knows both the computer industry as well as how to lead a publishing team to the top position in the market."


Pat Kenealy


David Egan

PC World is the largest of IDG's 14 PC magazines worldwide.

"I'm thrilled to be joining *PC World*, especially at a time when powerful new microprocessors and windowing interfaces are changing the way management-level PC users compute," Kenealy remarked.

Egan reaffirmed *Digital NEWS*' commitments to client service and growth alongside the DEC installed base. "With the rest of our seasoned management team," Egan said, "I look forward to expanding the role of *Digital NEWS* and its supplemental products to serve the information needs of VAX managers and the marketing needs of our advertising clients."

"IDG is bullish on the DEC market in the coming years and is happy to boast the market's most experienced publishing team," McGovern said.

MACWORLD Expo Debuts in New Zealand

IDG Communications (NZ) and IDG Australia's expo division recently launched the latest in a line of international MACWORLD Expos in Auckland, New Zealand.

"While small in comparison to its U.S.-based sister shows, New Zealand MACWORLD Expo was a great success from both the exhibitor and attendee point of view," said IDG New Zealand managing director **Martin Taylor.**

Taylor added that the joint venture has established a precedent for successful regional cooperation, which may be extended into other areas in the future.

Macworld **publisher Jim Martin helps Auckland Mayor Catherine Tizard open New Zealand's inaugural MACWORLD Expo. Also assisting are IDG New Zealand publisher Martin Taylor (left) and Apple's New Zealand manager, Mal Thompson.**

Seeing Double

More than 4,000 attendees flocked to the sold-out exhibition, double the amount expected. The number was particularly impressive given that the installed base of Macintosh computers in New Zealand is approximately 12,000.

IDG visitors included *Macworld* president and publisher **Jim Martin**, who gave the opening address, and *Macworld* editor-in-chief **Jerry Borrell**, who presented the keynote address on Macintosh technology.

U.S. Support

"The international flavor of the show, reinforced by the direct support of Martin and Borrell, was a large part of the reason for its success," Taylor remarked. "In the New Zealand marketplace, this gave us a key competitive difference which rival show organizers have been unable to match," he said.

> ***"The international flavor...this gave us a key competitive difference which rival show organizers have been unable to match."***

Taylor added that the attendees were impressed by *Macworld*'s high-quality presentation compared to other local shows.

The real indicator of the show's success was the willingness of exhibitors to support the next one; almost all the exhibitors re-signed for the 1991 MACWORLD Expo. Most exhibitors requested more space, forcing planners to choose a larger venue for next year's show.

The successful debut of MACWORLD Expo also generated the goodwill necessary within New Zealand's Macintosh community to support the planned launch of a quarterly *Macworld* magazine later in the year.

IDG Acquires *Macworld* Trademark from Apple

In an effort to further IDG's global enterprise and the *Macworld* product line worldwide, **Pat McGovern** announced last week that IDG has acquired all rights to the *Macworld* trademark from Apple Computer, Inc., effective immediately.

"Since the birth of the Macintosh in 1984, IDG's *Macworld* magazine and MACWORLD Expo have provided U.S. Macintosh users with the most comprehensive information on the newest Macintosh equipment and how to use it," McGovern said. "As demand for Macintosh products has become a global phenomenon, it makes sense that IDG own the *Macworld* trademark in order to support the growth of its *Macworld* worldwide product line."

The world leader on Macintosh computing, *Macworld* magazine has been published in the U.S. since 1984. This year, the Macworld Global Network, a network of eight *Macworld* magazines, was introduced. Plans are under way for aggressive expansion of *Macworld* magazines in up to 16 countries in the most lucrative Macintosh markets around the world.

IDG also conducts MACWORLD Expos in six countries through the World Expo Corp. and plans to launch shows in at least 12 more markets -- France, Germany and Japan, among others -- in 1990.

According to **Jim Martin**, Macworld Communications, Inc. president/CEO and publisher of *Macworld*, "Today, the domestic Macintosh market is growing at a rate of 20 to 25% annually and the overseas Macintosh market is expanding twice as quickly. This agreement allows us to create products other than magazines using the *Macworld* name without seeking permission from Apple as the licensor."

IDG has licensed the *Macworld* trademark from Apple since 1984. Because the license was up for renewal this year, Apple and IDG felt that it was in their mutual best interest for the trademark to be owned by IDG.

CW Employee Celebrates Ten Years

Harriet Brody and Pat McGovern

IDG chairman **Pat McGovern** recently escorted **Harriet Brody** to the traditional tenth anniversary luncheon at the Ritz-Carlton in Boston.

Brody joined IDG as a bookkeeper in 1980 and transferred to Computerworld Publishing as an accounts payable specialist/payroll administrator in 1989.

Brody pursued a liberal arts course at Northeastern University for two years and later graduated from the accounting program at Florida's Sheridan Vocational School. She is currently furthering her education with accounting and computer courses offered by IDG. "It's been such a pleasure to work here," Brody said. "The ten years have gone by very quickly."

A mother of three and a grandmother of six, Brody lives in Newtonville with her husband of 44 years.

Employee Council Launched at IDGC/P

When the employees at IDG Communications Peterborough have comments or suggestions about life-in-the-office issues, there's now a new place for them to turn: the IDGC/P Human Resources Advisory Council.

The 13-member council is composed of one or two employees from each department who meet regularly with president **Roger Murphy** and human resources director **Gloria Lodge**. The representatives serve as contact people for their colleagues, so if employees are concerned about bringing up an issue with their managers, they can go to a peer instead.

Lodge said that the group was created as a way to get feedback from employees on any office-related matter. "The important thing is that issues are addressed in a timely fashion," she said. "Employees have a chance to say what they feel in a neutral environment."

At the first meeting in mid-May, the group gathered for a catered lunch to discuss organizational issues. With one out of every five people in Peterborough employed in either list enterprises or publishing, the group decided that the prospect of conducting business in a public eating establishment was not a viable option.

Among the first items the group discussed were the timeliness of the office's in-house newsletter, budget training needs and how to make the monthly profit/loss report breakfast meetings more effective.

Lodge said that those involved were very pleased with the outcome of the first meeting, and the group plans to reconvene for lunch and business approximately once a month.

The IDGC/P advisory council participants are: **Liz Abbott, Peg Brown, Linda Bussiere, Ruth Delisle, Marypat Farr, Roger Goode, Lisa Jaillet, Alana Korda, Wendie Haines Marro, Debbie Walsh** and **JoAnn Williams**.

WEC Plans New Forum

World Expo Corp. has announced the creation of a new conference and exposition, Network Computing Forum '91 (NCF '91), directed toward information systems professionals in charge of large, multivendor local-area networks, or LANs. The conference and exposition will be launched January 29-31, 1991 at the Grand Hyatt Hotel in Washington, D.C. along with Communications Networks '91.

According to IDC Framingham, local-area networking is becoming the largest new market sector in the information systems industry. IDC's research shows that the shipment value of complex LAN and internetworking products, services and software stood at $4.7 billion for 1989. Further research suggests this will increase 134% and total $11 billion annually by 1993.

"This research confirms our belief that an event dedicated to keeping managers of large networks informed about new technology and techniques will be highly successful," said **William Leitch**, president of IDG Conference Management Group.

In addition to the NCF '91 premier in January, a second show will be held in San Francisco, July 15-18, 1991 in conjunction with Communications Networks West '91.

> ***"This research confirms our belief that an event dedicated to keeping managers of large networks informed about new technology and techniques will be highly successful."***

Out with the Old...
...In With The New!

Next week, *IDG World Update* will have a whole new look. A new design. New features. More IDG news than ever. *Lots* of surprises. Among the coming attractions...

*** Get the inside scoop through a Q&A with IDG's top executives.**

*** Have a laugh and win a T-shirt! We'll show you how.**

*** Learn who the real IDG "Do-er's" are around the world.**

*** Use the calendar to plan for meetings and events .**

*** Read "Spotlight" to find out who's who and what's what in various IDG departments.**

Plus lots more! Stay tuned.

New Employees

Installed Technology International has brought **Adele Lee** on board as database fulfillment coordinator. She fulfills and tracks all orders for three of ITI's products and prepares and distributes monthly fulfillment statistical reports. Previously, she supported the sales staff at AMRE Corp. Lee lists collecting antiques and interior decorating among her interests.

Tami Leak has joined *Publish* magazine as administrative assistant. Before joining IDG, Leak worked for TRI Financial Corp. as a loan origination assistant. Leak is a graduate of Sierra Community College in Rocklin, Calif. She enjoys travel, reading, and watching the Oakland A's baseball team.

Mark Taussig brings a vast amount of ad sales experience in high-technology magazines to his role as Midwest account manager for *PC World*. While at Penton Publishing, Taussig was named Salesperson of the Year for both *Machine Design* and for the entire corporation. Taussig is planning a move to Chicago with his fiancee later this year.

Kim Morgan joins IDC Washington as database administrator, managing the database for the FEDS department. Morgan comes from the Computer Factory where she worked as a systems computer consultant, responsible for sales, marketing and system setup. Morgan received a B.S. in math and computer science from U.C.L.A. She enjoys dance, tennis, camping and golf.

IDC Washington also welcomes **Liz Leggat** as director for federal sales. She will be responsible for managing the federal sales representatives. Leggat received a B.A. in marketing from the University of Massachusetts in Amherst and enjoys skiing and tennis.

Doug Stevens joins *Federal Computer Week* as a graphic artist/illustrator in charge of development and the execution of editorial and informational graphics. Before joining *FCW*, Stevens was a marine engineer and supplied logistic support for the U.S. Navy Submarine Program. He enjoys basketball and softball and has a successful free-lance art business.

Matching Grants for AIDS Walk

Employees who participated in the "From All Walks of Life" benefit may choose to have the donations on their pledge sheet matched by their business unit. The yearly maximum match per individual is $500. Interested employees should contact their human resource representative for the proper forms.

IDG
WORLD
UPDATE

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IDG
WORLD
UPDATE

Volume 20, Number 25

May 28, 1990

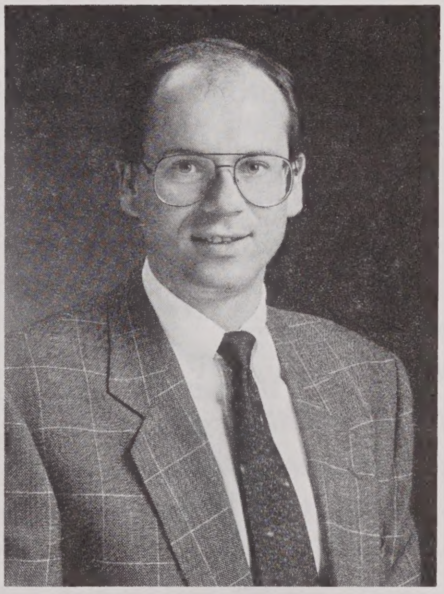
Sacks Appointed To Top Post At *InfoWorld*

Jonathan Sacks, president of IDG Books Worldwide and familiar to many as the former editor-in-chief of *InfoWorld*, has replaced Terri Hamilton as publisher and president of *InfoWorld*. Sacks will retain his post at IDG Books Worldwide, which will operate as a subsidiary of *InfoWorld*.

A well-known figure in computer industry publishing, Sacks joined the nation's premiere PC newsweekly as editor-in-chief in 1985, and spearheaded the effort to lead the publication to a position of prominence and record growth.

Sacks left *InfoWorld* in October 1989, to launch IDG Books Worldwide, although he remained on the *InfoWorld* board of directors.

"Jonathan brings to *InfoWorld* an energy, intelligence and technology publishing saavy that is highly respected in the computer industry. We're delighted to announce his return," said **Walter Boyd,** president of IDG. "*InfoWorld* continues to outpace its competition in ad page growth and editorial quality. Jonathan's leadership can only further assist in that process."


JONATHAN SACKS

In his new role, Sacks plans to build on *InfoWorld*'s successful editorial strategy of providing a highly qualified readership base of corporate volume PC buyers with in-depth product reviews, news and analysis. At the same time, the publication will expand its creative marketing services program for advertisers, including the Precision Advertising Plan and the Marketing Advantage Program.

"*InfoWorld* has a strong position in the market and wer're ahead of plan," Sacks said. "We'll keep growing as aggressively as we can to be the industry leader."

He said expanding controlled circulation will be a priority.

InfoWorld will also review corporate user trends with an eye for new targeted editorial editions.

On the book publishing front, Sacks is looking forward to publishing the company's first 10 books this fall, including eight computing books. Sacks hopes to build IDG Books into one of the world's largest computer book publishing enterprises.

Digital NEWS Outdistances Competition

AND THE WINNER IS: THE *DIGITAL NEWS* TEAM

Digital NEWS celebrated a big win in April, as the staff sold more ad pages in a month than arch-rival *Digital Review* for the first time in the publications' histories. The April 30 issue was also the bi-weekly VAX market newspaper's largest ever in terms of advertising pages and revenues.

Producing three issues against weekly *Digital Review*'s five, *Digital NEWS* outsold the Ziff-Davis title by a small margin. Moreover, the IDG group realized a significant gain on all its competitors by increasing its year-to-date ad pages over the 1989 mark; *Digital Review* was 12% off and *DEC Professional* down 18% from last year. *Digital NEWS* was also the only DEC publication to post a gain in market share this year, up from 30% last year to 33%.

Digital NEWS president **Pat Kenealy** attributes the publication's success to the extensive investments made in the editorial focus and quality, exceptional client service, and the largest and best-targeted circulation in the DEC market.

"We have a team effort here," Kenealy said. "The entire group has a collective commitment to our mission. They have confidence in their product and in the DEC market, and we've proven ourselves to be highly resilient in the face of tough, hard-fought competition."

Digital NEWS, launched in 1986, is the newest of the three VAX-oriented publications.

"Focus is important," said vice president and associate publisher **David Egan**. "We believe we understand the VAX market better than any other publication, because we've grown with it."

> *"We believe we understand the VAX market better than any other publication, because we've grown with it."*

April's advertising coup was just one of several notable achievements for *Digital NEWS* so far this year. The publication has continued a pronounced circulation advantage over the competition. According to the December 1989 BPA statements for VAX market circulation, *Digital NEWS* leads with 95,276, ahead of both *DEC Professional* (90,718) and *Digital Review* (84,093).

Digital NEWS also bolstered its reputation as the preferred publication by achieving high marks in a recent readership survey. Of the six information categories DEC computer executives deem most important, *Digital NEWS* was cited as the publication most useful in providing that information in all but one category. Moreover, executives who receive all three DEC market publications said *Digital NEWS* was the one they read most often.

Rounding out a noteworthy spring, *Digital News* sponsored its second annual VAX Marketers' Forum at DEXPO South '90 in New Orleans on May 9. Egan introduced the panel discussion on market trends, which included editor-in-chief **Charlie Babcock** and IDC's director of DEC advisory services **Terry Shannon**.

NZ's *Computer Listings* Blankets Business Community

Computerworld New Zealand's newest publication, *Computer Listings,* has become New Zealand's largest circulation business publication, with its April issue reaching almost every business in the country.

Computer Listings, which began life as a classified advertising section of *Computerworld*, is a bimonthly tabloid newspaper aimed at delivering regular, up-to-date product information to computer buyers.

Its circulation of 105,000 includes one copy to each *Computerworld* subscriber and one copy inserted into each business post office box in New Zealand.

Through this combined circulation, *Computer Listings* covers almost the entire range of computer buyers, from corporate volume buyers to small businesses.

The June issue of *Computer Listings* will also be distributed on newsstands nationally to ensure almost total market coverage.

April's inaugural issue of 24 tabloid pages included 14 pages of listings, five pages of display advertising and a glossary of terms used in the listings to assist business buyers who have limited computer knowledge.

"The listings themselves are the editorial content, since they provide information relevant to every computer buyer, making it possible to cover the entire computer buying spectrum with a single publication," said publisher **Martin Taylor**.

Listings are paid for by advertisers on a per-line basis, with each product described in a single line in table format.

Because the listings are updated every two months, *Computer Listings* is New Zealand's most comprehensive and topical reference for computer buyers.

Taylor said that they wanted to create a guide in which advertisers are represented, and which buyers find indispensable.

Computer Listings, which was profitable in its first issue, will grow through the addition of other products categories, including additional office automation products and through the addition of service categories including regionalized listings of retailers, training and other services.

"With its large circulation in the business market, *Computer Listings* competes on even terms with the daily newspapers. We see a major display advertising opportunity in local computer retail advertising, presently the domain of the local dailies," Taylor said.

ALAN COLMENARES

Fluegelman Internship Announced

Alan Colmenares emerged victorious from a field of 100 applicants as the recipient of a Fluegelman internship at *InfoWorld*.

Named after Andrew Fluegelman, the founding editor of *Macworld* and *PC World* magazines, the Fluegelman Internship is an IDG-wide program offered to professionals who wish to break into publishing from another career path.

Colmenares was previously employed in the sales and marketing department of Network Associates in Sunnyvale, Calif. Instead of simply reading technical journals, he wanted a taste of what went into publishing them.

Colmenares will spend the next six months at *InfoWorld* handling special projects for the editorial department, primarily focus on CAD software and networking.

IDC Hosts PC Distribution Channels Confab

IDC will host its PC Distribution Channels Conference, "The Vendor/Reseller Relationship: Profitability, Segmentation, and Increased Revenue in the '90s," at the New York Penta Hotel in New York City on June 21.

IDC's conference will provide an intensive analysis of the current state of the industry, future directions and strategies for improving profitability. Featured speakers include representatives from the vendor and reseller communities, senior IDC analysts and industry marketing specialists.

"After 10 years of reliance on each other, the PC and the dealer channel are at a crossroads. Their combination has resulted in a lack of profits, service, and solutions," remarked **Aaron Goldberg,** IDC vice president of desktop computing research.

"New hardware products are clearly beyond the ability of many dealers to sell, while low-end products are being scooped up by the mass merchants and 'super stores,'" he said.

The conference will also feature three panel discussions. Prominent vendor representatives will discuss their organizations' plan for maintaining and growing their reseller business. IDC's panel of noted LAN resellers will speak about their decreasing concentration on hardware in favor of value-added services. Also, local dealer organizations will provide a view of demands, expectations and key challenges.

For more information on the conference or to register, please contact **Nancy Findley** at (508) 935-4489, or **Kathy Collins** at (508) 935-4258 in the IDC Framingham office.

inCider/A+ Staff To Take On *PCGames*

Roger Murphy, president of IDG Communications/Peterborough, Inc., recently announced that **Paul Boule** has been named publisher of *PCGames,* IDG/P's publication for the MS-DOS entertainment market. Boule, currently vice president of IDG/P and publisher of *inCider/A+*, becomes group publisher of both magazines. **Dan Muse** has been appointed editor-in-chief of *PCGames* in addition to his duties as editor of *inCider/A+*.

"*PCGames*' award-winning design and popularity with advertisers has made it the leading publication in the MS-DOS entertainment market," said Boule.

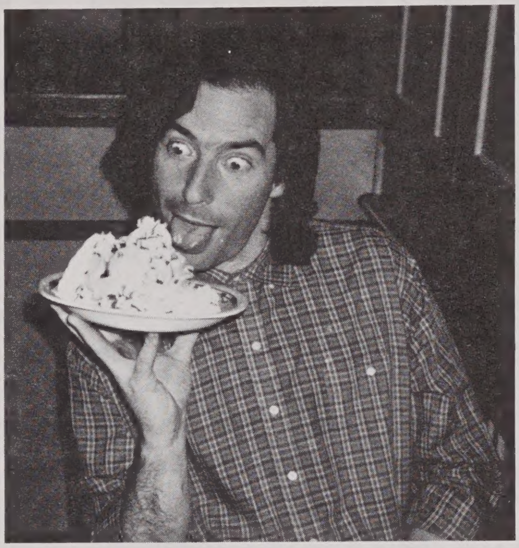
"We're delighted to be working in this expanding market and are planning some dynamic new programs for the fall issues that will continue to make *PCGames* a leader in this field."

Muse said that the *inCider/A+* staff is excited to have the opportunity to produce *PCGames.* "Most of us have been playing computer games since the early '80s and have witnessed firsthand the incredible progress in the quality of entertainment software," he said. Given the staggering number of new products entering the market today, "our goal is to keep our readers informed of new games and to offer authoritative reviews to help make the best buying decisions."

The *PCGames* office will be based in N.H. at IDG/C Peterborough, with the *inCider/A+* staff assuming editorial, advertising sales and marketing responsibilities.

I Can't Believe I'm Going To Eat The Whole Thing. . .

Peter Burris, IDC's director of IBM research for system vendors, and several IDC colleagues recently traveled to IDC Schweiz for the Zurich Briefing Session. Country manager **Philip Ziegler** and his staff took them out for a fulfilling Swiss dinner, after which Burris dared to order a typical Swiss meringue dessert. He consumed the entire dish, much to his subsequent dismay. Reports are that upon hearing the "M" (meringue) word, Burris turns a pale shade of green.



BURRIS OGLES THE DESSERT

Attention All IDG Offices Worldwide

In an effort to further inform people worldwide about what International Data Group is and what it does, IDG Headquarters has asked all business units to add a descriptor line to all printed material. It would be appropriate for each business unit to add this line over the next few months to stationary, business cards and other printed material as follows:

(Name of Business Unit)
An IDG Company: The World's Leader in Information Services on Information Technology.

If you have any questions, please contact IDG president Walter Boyd at headquarters, telephone (508) 935-4310.

Help Wanted For AIDS Walk

All New England-area IDG employees are encouraged to participate in the From All Walks of Life benefit for AIDS care and research on June 3.

If you don't want to walk the 6.2 miles but still want to help, consider being part of the Walk Finance Team.

Since the first From All Walks of Life was launched in 1986, the Walk Finance Team has accurately counted more than three million dollars. Volunteers are needed to count proceeds now more than ever.

The contribution the Walk Finance Team makes to the success of the Walk is vital; the Team counts, sorts, and safely deposits all money received the day of the Walk.

Pledges count just as much for finance volunteers as for walkers. This year, a new pledge sheet has been prepared just for non-walking volunteers. Non-walkers are also eligible for the incentive gifts for collecting pledges.

Your care and dedication will make the difference to AIDS Action and the 38 organizations the Walk helps to fund. Sign up by filling out a registration form and returning it to your Team Captain as soon as possible. For more information, please contact your Human Resources representative.

InfoWorld Runs Special Edition for Windows

InfoWorld's first-ever Windows special edition, "InfoWorld on Windows," will run as an insert in the May 28 issue to coincide with Microsoft's announcement of Windows 3.0 on May 22.

Rick Jamison, director of special editions, said the Windows supplement has far exceeded anyone's expectations. "A week before closing, we sold over 40 pages of advertising, which was double our original goal," he said.

The section will be full of information about Windows 3.0 and other related products.

INFO WORLD

MAY 28, 1990
AN EDITORIAL SUPPLEMENT
VOLUME 12 ISSUE 22

Windows

An in-depth profile of Windows 3.0, Microsoft's HOT new graphical environment. How it works, what users think of it, and the products that support it.

INSIDE

Applications:

Windows Utilities:

Windows and Networking:

Drivers Update:

User Corner:

Products:

Windows Development:

Windows Fonts:

Windows 3.0: Worth the Wait

SPECIAL WINDOWS EDITION

"The theme will be 'Upgrading to Windows 3.0,'" said Windows editor **Serge Timacheff**. "We're including networking on Windows, what Windows applications are available, memory management, developing tools, fonts and hardware drivers."

The issue will be delivered to all 170,000 readers, and it will be bound into the June 4 issues to be distributed at Spring Comdex in Atlanta.

"This edition was really a team effort," reported Jamison, "Without the cooperation of sales, marketing, editorial and production, we never could have gotten it off the ground so quickly."

IDG and ExecuTrain Forge Partnership

IDG has entered into a partnership agreement with ExecuTrain Corp., the leading computer training firm in the U.S.

The partnership, which includes an investment of $2.5 million by IDG in exchange for a minority position in ExecuTrain, allows ExecuTrain to expand its services globally. ExecuTrain's plans call for 92 U.S. operations by 1992 and an expanding number of locations overseas. The company plans to begin international operations in Europe this year.

"We believe IDG's role is to give people information that allows them to conceive, create and implement the most productive applications of information technology," said IDG chairman **Patrick McGovern**.

"ExecuTrain's quality computer training is a service that helps industry people achieve their full potential. Both companies are in the business of providing information about information technology, and so our services complement each other," McGovern added.

"We are clearly ahead in the race for national leadership in computer training," said ExecuTrain president David Deutsch. "In today's global economy, international leadership is equally important. To do this, we needed capital and a knowledge base. IDG's presence in 44 countries, its international contacts and its strength in the U.S. make it an ideal partnership for ExecuTrain."

The partnership presents a cross-market opportunity between the two customer bases.

ExecuTrain was established six years ago by four University of Georgia alumni who saw a need for user-friendly computer training. The company opened up full-scale operations in Atlanta, Ga., and Birmingham, Ala., and began franchising in 1986.

ExecuTrain has 33 locations across the country, 31 of which are franchises and 18 of which have signed on in the past year.

CMG Conference Boasts Record Attendance

A record number of people attended the Portable Computing and Communications show in Anaheim, Calif. on May 9-10. The event, the only conference and exposition dedicated to portable computers, communications, peripherals and applications software, attracted more than 1,500 users.

IDG's Conference Management Group produced the show and generated a 35% increase over last year's attendance. "As more businesses implement portable computing technology to increase productivity and profitability, more questions arise as to how to use the technology most effectively," said **David Bradway**, CMG's manager of conference planning and development. "Our program gave attendees the information and answers they need to achieve this."

Accounting, banking, government, healthcare, consulting, publishing and manufacturing were among the industries represented at the show.

More than 40 exhibitors, including Altima Systems, GTE Mobile Communications, and Megahertz Corp., demonstrated their latest portable product offerings. Laptops, hand-held computers, connectivity devices and application software were just some of the products on hand.

Keynote speaker Dr. Stav Prodromou, president and CEO of Poquet Computer Corp., discussed how portable computing's new trends and technology will affect business into the next century.

The conference will be coming to New York on September 26-27 at the Sheraton Centre Hotel & Towers. For information on attending, contact **Michael Sullivan** at 1-(800) 225-4689.

IDG's *SunTech Journal* Unveiled in May Debut

IDGC/Peterborough published its first issue of *SunTech Journal* in May since taking over the publication from Sun Microsystems, Inc. earlier this year.

Frequency and staff have been the two major changes for the publication. *SunTech Journal* has gone from quarterly to bimonthly, and former managing editor **John Barry** will remain on the West Coast working for IDG as editor-in-chief. Rounding out the staff in Peterborough, N.H., are **Roger Strukhoff**, editorial director and associate publisher; **Joseph J. Fatton**, managing editor; and, IDG's representative on the Technical Review Board.

Barry explained in his inaugural editorial that as the magazine evolves, readers will see additional names on the masthead, as well as coverage of new topics and expanded coverage in existing areas. "What will not change is the commitment to publish valuable technical information for users of Sun products," Barry said.

Barry added that *SunTech Journal* will include a survey in an upcoming issue to solicit comments and suggestions for the revamped publication.

May/June 1990
Five Dollars

SunTech Journal

An IDG Communications Publication Volume 3 Number 2

FDDI Networks Hit the Road
With Fast Throughput, High Availability

Managing Network Software with SunNet License

File Handling Made Easy with NetISAM

XView — Object-Oriented Approach to C Programming

Issue Focus
Networking

SPARCstation 1+ Released!

IDC/C PETERBOROUGH'S FIRST ISSUE OF *SUNTECH JOURNAL*

New Employees

Mike Meyers, newly appointed senior editor for *GamePro* oversees the publication's step-by-step production. He was previously the product manager for Jaleco USA where he developed products for the Nintendo Entertainment System, and handled public relations and marketing. Meyers received a B.A. in journalism from Temple University. He is an avid baseball fan and card collector and enjoys writing and video games.

□ □ □

Diane Thomasson has joined *PC World* as a part-time technician offering technical support for the hardware and software departments. Prior to joining IDG she worked as a technical consultant for the Stanford Graduate School of Business.

□ □ □

Also at *PC World*, **Greg Mason** now serves as the Pacific Northwest manager for advertising sales. Mason was formerly the publisher of *Travelhost San Francisco*, a Bay Area tourist magazine. He has a B.A. in marketing from the University of Nevada/Reno and an M.B.A. from the University of San Francisco. Mason can be found biking, skiing and golfing in his free time.

□ □ □

Terry Hull has been hired as advertising sales customer manager for *Publish*. Hull previously owned and operated an advertising agency in the Virgin Islands. A graduate of Ohio State, he received a degree in journalism. Hull enjoys art, ocean diving, flying, piano, drums and travel.

□ □ □

Marjorie Maggenti has joined *Macworld* as circulation assistant, responsible for subscriptions. Maggenti attended Smith College and enjoys aerobics, writing, crossword puzzles and good coffee.

□ □ □

Michelle Gerus has taken on the responsibilities of Northern California and the western states in her position as district manager for *Computerworld*. Most recently, Gerus was supervisor in account management for Sun Microsystems. She received a B.A. in speech communications from Wayne State University and enjoys cooking, running, skiing and fencing.

□ □ □

IDC in Framingham welcomes two new employees. **Gigi Wang** has been named vice president for communications industry research. Previously, Wang was director of research and consulting for the Yankee Group. She holds a B.S. from Cornell University and an M.S. from the University of Massachusetts. **Caroline Michel** joins IDC as editor for the "Applied Networks Report," writing and developing the communications group's monthly newsletter. Michel has a B.A. from Smith College.

IDG WORLD UPDATE

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MANAGING EDITOR
DEBORAH BUTLER

NEWS EDITOR
PATRICIA VALAVANIS SMITH

EDITORIAL DIRECTOR
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IDG
WORLD
UPDATE
Volume 20, Number 24
May 21, 1990

Phase 1 of Strategic Planning Complete

Although crystal balls were nowhere in sight, the U.S. Strategic Planning Meeting on May 10-12 unveiled a clear vision of how IDG can capitalize on changes in the information technology industry during the next decade.

More than 40 managers and planning committee members gathered at the Ocean Edge Conference Center in Brewster, Mass., for a series of workshops and presentations designed to share knowledge, create efficient operations and develop corporate-wide growth plans.

Vice chairman **Axel Leblois** pointed out in the opening session that information technology is being affected by evolving markets and rapidly changing political and economic environments. He said that strategic planning is essential to facing these challenges and organizing for further growth.

(L To R) Axel Leblois, Charlie Greco, Jim Martin, and Steve Woit

The meeting was the first part of a four-phase plan to gather the collective wisdom of employees, enhance synergy across the operations and plan methods based on IDG's decentralized network. During phase two, each business unit will develop a three-year plan by June 6, complete with product and operations plans that include quantitative estimates. By the end of June, unit plans will be reviewed during phase three and a feasibility summary will be written for the board of directors. In phase four, the synthesized plan will be given to the unit managers, who will respond with comments and suggestions via a questionnaire in August. The entire plan will then be re-

CONTINUED ON BACK PAGE

✓ **Phase #1:**
Environment and Market Assesment

- **Subjects determined based on interviews with key managers**
- **94 active volunteers from 20 different business units**
- **January-April; meetings, emails, faxes, teleconferences**
- **Interview and research customers to identify relevant market trends**
- **Written reports, presentations, and discussions of finding at U.S. Strategic Planning Meeting May 11-12 to all IDG U.S. Business Unit Managers.**

Global Industry

Global Industry Outlook

The evolution of information technology has tracked the rhythms of the decades. The 1960s explored the potential of computers as a tool for management control. The 1970s served to validate those efforts as the DP shop became an essential component of corporate America. The 1980s brought computers out of the glass house and into the office, forever transforming the industry landscape. In the 1990s, the movement to open systems promises to accelerate innovation while knocking down the barriers that today separate the work of mainframes, minis, and PCs.

Competition will become more fierce and more global as industry restructuring creates new multinational players.

As existing standards become more widespread and meaningful, they will make it easier to introduce new technologies, and combine disparate ones. Significant industry contributions are expected to come from areas such as: RISC microprocessors, ASICS, optical disks, flat panel displays, dynamic and static memories, speech and image processing systems, and fiber optics.

David Moschella, chair, Senior Vice President, IDC

Advancement on the software front will include important gains in graphical user interfaces, computer-aided systems engineering (CASE), object-oriented programming, parallels and multiprocessing algorithms, neural network systems multimedia applications, and network management.

Emerging computer capabilities will be far easier to sell to a population well-versed in present capabilities, therefore improvement in technology literacy will be especially important during the coming decade.

Changes in the Industry

- **The worldwide IT market should grow at 11% per annum, taking the industry from $295 billion in 1990 to over $500 billion by 1995.**
- **By 1995, software and services will comprise about half of the overall industry. But in the late 1990s growth of hardware and software should come roughly into line.**
- **The 1990 market will develop mechanisms to absorb new technologies in innovative ways.**
- **Today's vendor hierarchy, fueled by the shift to open systems, will undergo significant changes, as established players remain slow to adapt to new technologies and new players continue to emerge.**

Networking

Networking and Its Effects

The committee discussed the impact of networking on corporate organizations, how it is changing the role of MIS/DP professionals, trends in network management, key emerging network technologies and the future of international networks.

> *IDG publications are uniquely positioned to help users respond to organizational trends.*

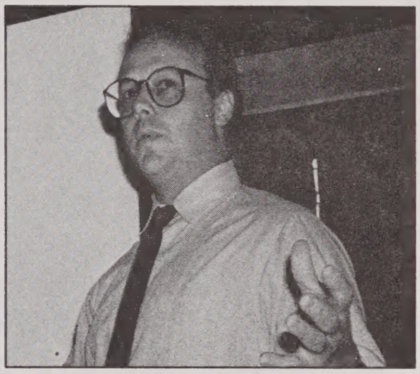
Networking has improved the exchange of information and ideas both vertically (between upper management and workers on the front lines) and horizontally (among departments and business units), a trend that is likely to accelerate.

However, networking alone can't give a company a competitive edge. Some experts point to a new 80/20 rule: 80% of change must be organizational, 20% technological.

It is clear that IS executives responsible for networking have a rapidly growing need for information about the technology, and IDG publications are uniquely positioned to help users respond to organizational trends.

Trends in Networking

Downsizing and distributed computing are two major trends that will have a dramatic impact on MIS/DP executives' roles within a corporation. Both involve a move away from the centralized approach to information processing and will force MIS/DP managers to improve their relationship with end users and their understanding of business goals and strategy.


John Gallant, chair, Editor-in-Chief, Network World

Network management is becoming increasingly important, but it still needs major improvements to meet end users' needs. On a positive note, vendors are working diligently to meet user needs, and the market is robust. The need for better net control tools is particularly evident in the LAN arena. The coming decade promises some progress in the integrated network management systems.

Emerging Networks

The committee also reviewed other key emerging network technologies such as the integrated services digital network (ISDN) and broadband ISDN. Among the important high-speed network options are synchronous optical network (SONET), metropolitan-area networks (MANs) and high-speed fiber LANs. Imaging technologies are expected to grow at a 50% annual rate during the next five years. The anticipated rapid growth of these technologies may present IDG with opportunities for new publications, with imaging a particularly ripe target.

Global networking is also a major growth area for the forseeable future. One indicator of this growth is that sales of international communications services by U.S. carriers are growing at about 30% annually.

PC Industry

Changing Dynamics of the PC Industry

As the industry continues to evolve and mature at a rapid pace, new or changing technology will include faster and more powerful PCs, and more portable computers.

The trend toward advancement, speed and memory capabilities has been evident since the early 1970s and shows no sign of slipping.

The networking relationship is most likely to be changed by the move toward connecting PCs and larger machines in various networks. The demand for increased connectivity is driving the development of network operating systems to provide for applications typical of the minicomputer environment.

There are two major focus points for the network operating systems market: those connecting PC LANs to large corporate networks, and those providing high-performance medium- and small-sized networks.

In general, the business/professional end of the PC market will continue to be the largest segment, showing steady growth in both units and dollars over the next few years.

Michael Miller, chair, Editor-in-Chief, InfoWorld

The market segment with the greatest potential for growth is the scientific/technical market, a significant growth in revenue, and a smaller but still strong growth in units is expected to occur.

The home/hobbyist market will erode, as more business computers migrate home from the office. The education market is expected to show only moderate growth, although there is potential for long-term growth due to declining costs in graphics and multimedia technologies.

The largest channel, the retail/dealer market, will continue to account for more than half of all PC sales.

PC Industry Forecasts

- **The LAN market worldwide is expected to reach $20 billion in 1993.**
- **PC LANs will account for 68% of all LANs, and the number of PC LAN nodes being shipped will increase by 4.2 million in 1993 over 1988.**
- **LAN technology will provide far more than just file and printer sharing and should drive specialized application software to $2 billion in 1993.**
- **Worldwide, this market is projected to have revenues equivalent to 41% of those for business PCs by 1993, although unit sales will be equivalent to only 18%.**
- **Workstations will begin to dominate the market, accounting for about 260,000 units in 1992, or roughly $5 billion worth of a $10 billion market.**

Open Systems

Open Systems: The Reality

The 1970s were dominated by centralized MIS operations. The 1980s experienced distributed islands of automation focused on improving the effectiveness of individual departments. Open systems is the force of the 90s, enabling a highly cost-effective strategic and competitive advantage in the expanding and highly interactive global economy.

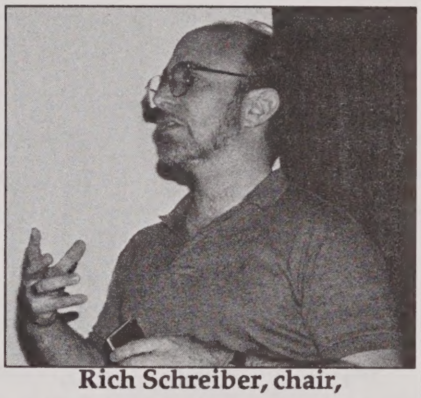
The use of open systems demands the strategic adoption of open systems standards through all levels of an organization. For open systems to succeed, both the user community and systems manufacturers must agree to a wide-ranging set of standards.

Open systems are computer, communications and software environments that are:

- **Source-code portable**
- **Nonexclusive**
- **Nonproprietary**
- **Vendor independent**
- **Open ended and based on de jure and de facto standards**

IDC analysts must become more qualitative with respect to assessing both vendor and user migration industry-related requirements. Above all, the researchers must become business analysts to support their clients through changes in the '90s.

The proposed IDC Partners program, a network of highly qualified external consultants, could focus on projects requiring longer than one week to complete. The program would not compete with consulting activities within IDC services and could leverage top IDC analysts. IDC would manage the Partners and offer them sales, marketing, and administrative services and immediate cash flow for a percentage of the contract value. This will broaden IDC's exposure worldwide, increase revenues with low fixed costs and expand our knowledge base. In the conference and exposition arena, vendors and users will look for a forum that is more focused on an industry sector's specific needs. The shows should stress interoperable solutions based on industry-specific vertical applications; on-floor demonstrations should be included. Exhibitors will continue to look for high-quality, low to moderate cost leads.


**Rich Schreiber, chair,
VP Systems Research, IDC**

At IDG publications, advertising dollar expenditures will be more selective. Publications will be chosen, as with exhibitions, on perceived and measured user pull-through.

The committee recommends establishing *Open Systems World*, a biweekly, stand-alone publication or a regular special section of *Computerworld*. Its focus would be on technology assessment, generalized "proprietary" to "open system" migration issues and solutions and specific case studies. This could be an ideal opportunity to leverage a closer working relationship with IDC's analysts and the proposed Partners Program.

IS

Information Systems Professionals

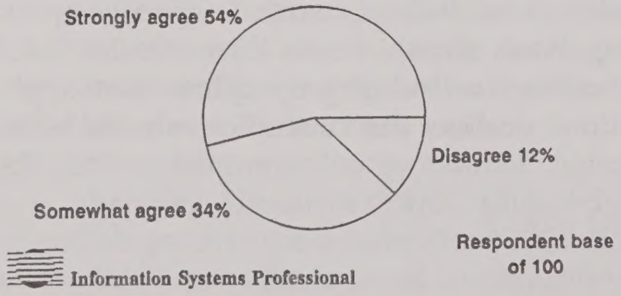
As American corporations move through the 1990s they are being molded by powerful forces. These forces will transform companies into quick-acting, flexible cooperatives with multiple moving parts, requiring quick learners, adaptability, and initiative to take advantage of immediate opportunities.

Increasing Competition

Japan's economic aggressiveness and the emergence of a united Europe, including a newly arisen Eastern bloc, will result in more intense competition than ever before. Managers will have to quickly grasp new ideas and maneuver in ever-evolving environments.

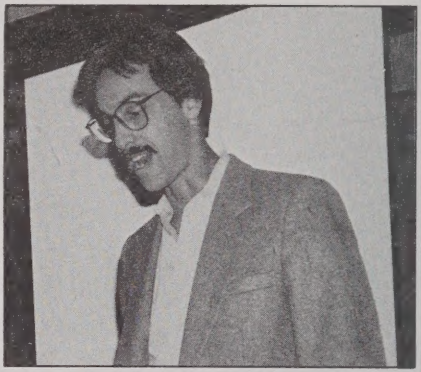
View from the Top

"I believe that information systems will significantly change the way my company does business in the 1990s"



The most successful companies will translate core strategies into multiple local opportunities. Decentralized managers must make decisions based on local conditions and coordinate their actions with corporate guidelines.

For movement on a global stage, the key is fewer layers of management, fewer people in the decision loop and fewer indirect workers. Those companies that can reduce the production cycle by boosting service, retaining quality and cutting prices all at the same time will leapfrog competition.



Bill Laberis, chair, Editor-in-Chief, Computerworld

This new competitive environment requires CEOs to focus intently on production speed, lowering costs, improving quality and greatly increasing the company's reliance on information technology. One of the major questions faced by IS is whether to remain centralized or decentralize.

Developing New Skills

IS professionals will need to develop a variety of new skills. First, IS executives are seeking staff that have a good grounding in business and strong interpersonal communications skills, instead of pure technical skills. The new accent on business skills does not in any way eradicate the need for IS professionals with well-developed technical skills.

Today's business professionals are not only becoming more computer literate, but our information professionals are becoming more business literate. The entire information process is moving closer to the enduser.

The role of the IS professional in today's world is changing from technician to trainer and educator. This person is now responsible for developing the experts in the dispersed business units and training them to solve their business problems with tools and cooperation.

Alternative Publishing

The term "alternative" suggests a focus on kinds of publishing different from IDG units' current standard practices. In fact, it usually means electronic publishing.

The key to all electronic services is their ability to eliminate the constraints of space and time, and their capacity to amplify and focus knowledge. Their abilities to sort, filter, and merge information makes it possible for infinite individual customization.

Because electronic services represent content or applications that address specific customer needs, they can replace, complement or extend existing services. The growth of electronic services over the next decade will be tied closely to their ability to exploit changing customer needs and behaviors.

Installed Technology International generates about $2 million of its revenues either from distribution in electronic form, presently utilizing magnetic media (disks and tapes), or by closing overall sales by virtue of the availability of its PC Access system. And World Expo Corporation uses electronic registration services to track and tally entering attendees via magnetic strip readers.

**Steve Sieck, chair,
VP Electronic Services, LINK**

Many alternative publishing products and services can be developed and launched within individual business units. Simply, alternative publishing requires an alternative business approach to realize its full potential.

IDG Alternative Publishing Activities

- **Computerworld and NWW together on Dialog -June 1**
- **Macworld OnLine**
- **InfoWorld OnLine/Prodigy**
- **Portable Computing launching FAX-IT-BACK**
- **Michael Miller on Business Radio Network**
- **ITI providing "hot lead" information**
- **IDC to offer research data to clients on diskettes in Lotus format**

Human Resources

Human Resource Planning

What are the qualities of leadership and how can IDG identify, develop and retain its leaders? The group consulted experts and surveyed IDG employees regarding leadership qualities, how leaders made them feel, and why leaders sometimes failed.

Three essential leadership traits were common to all sources: self-knowledge, vision, and effective communication. At IDG, leaders are both managers and nonmanagers; they are intelligent, creative, aggressive individuals who can personally drive business units, work groups or projects.

FACTS:

- **Turnover 17%-60% in IDG companies 50% of IDG employees have been here less than 2 years**
- **75% less than 5 years.**
- **Most IDG units are less than 7 years old**
- **Transfers represent about 1/4 of the turnover (10% annualized)**

IDG focuses much attention on studying the competition, but do we spend as much time studying our own people? Once leaders are recognized, do we do a good job of keeping them?

While some leaders simply rise to the top on their own, they and all potential leaders must work in a challenging environment in which they can be allowed to make some mistakes and learn from them. They also need to feel that their skills and achievements are recognized by management that is actively looking for talent within as well as outside the organization.

The U.S. IDG companies spent $750,000-$1 million in FY89 on recruitment. At the other end of the employment cycle, they paid $800,000 in severance, with some of that money going to new recruits who quickly moved on. Some people hired from outside the company clearly fill important voids, but the bottom line is that we spend a lot of money recruiting outsiders when others from within may do a better job.

Martha Stephens, chair, Corporate Director Human Resources, IDG

Regardless of their origins, good leaders must be retained. Turnover this year at IDG could be 30%-35%. While the turnover will include unproductive people who move on, it also may represents some top performers and people with leadership potential.

Some suggestions for how to keep leaders included:

- Rewards and recognition
- Provide new, challenging work experiences
- Offer dual career paths (i.e, one for managers, one for professionals in nonmanagement or nonsales positions. Many technology-based companies do this; some technicians are better using their technical skills than being managers)
- Create a better understanding of career paths within IDG
- Conduct ongoing research into what keeps leaders within the IDG fold.

Corporate Synergy

The committee polled its members and other employees regarding ways in which synergy (cooperation) exists at IDG, its benefits, roadblocks, and methods for improvement.

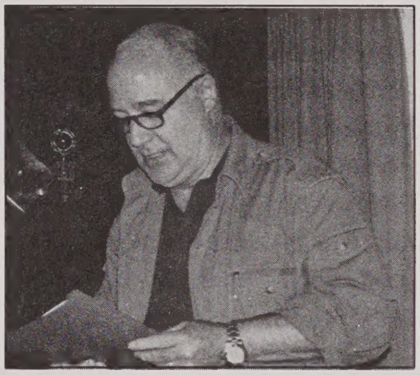
More than 20 specific examples of synergy are at work within IDG, including the Publishing Training Institute, pooling of sales and satellite offices, IDG News Service and global network ad programs.

The roadblocks to synergy are inherent within IDG's decentralized structure, but the structure's advantages clearly outweigh the disadvantages.

Thus, if synergy is to occur, it must do so despite barriers. A few of the barriers are: 1) pressure for units to meet quarterly numbers causes focus on short-term results, 2) personal recognition and financial rewards are based on financial goal attainment, 3) Market positions of many companies overlap, prompting competition on the sales/marketing as well as editorial side, and 4) lack of a mechanism for research companies to meet to discuss issues and opportunities.

The group identified three key problems that result from a lack of synergy in specific areas: 1) loss of key personnel, 2) lack of a united sales front, and 3) lack of communication and data sharing between business units that weakens cohesiveness of the sales approach.

Suggested solutions for these problems were numerous and included the following: promote more from within and develop more recognition programs and more career path planning; continue to improve communications, coordination and trust among U.S. publishing unit heads; agree to honor combined frequency rates; establish a standard procedure to promptly distribute all competitive sales data to the U.S. unit publishers.



Fritz Landmann, chair, President/Publisher, Computerworld

The committee stressed the need to leverage IDG's collective skills and talents and implement cross-book, cross-functional data knowledge and experience sharing. Additional suggestions to promote synergy: developing very basic newsletter in each major functional area that would highlight activities by all involved parties, continuing annual Worldwide Product Line meetings and holding them in Europe to permit participation of operating people, and conducting annual or semi-annual U.S.-wide functional meetings in all key functional areas.

Benefits of Synergy:

- **Knowledge sharing**
- **Not paying twice for same thing**
- **Increase teamwork vs. external competition = increased revenues**
- **Development of joint business ventures**
- **Professional image in marketplace**
- **Presentation of unified front to outside world**
- **Better development of personnel by expanding potential**

New Employees

The IDG Communications Peterborough office welcomes John Barry, Frank Genovese, Madge Warren, and Mary Kingston McCole.

John Barry stayed with *SunTech Journal* after the acquisition of the publication by IDG and is now editor-in-chief. He has a B.A. in English from the University of New Hampshire, and has co-authored nine books, including one with CW cartoonist **Rich Tennant**. Barry is presently involved with his first solo authoring effort.

As Eastern regional sales manager, **Frank Genovese** is responsible for advertising space sales in the Eastern half of the U.S. Genovese received a B.A. in biology and secondary education from Fairleigh Dickinson University.

Madge Warren attended Opportunities Industrialization Center - West for word processing and clerical training, and her new role as receptionist for *GamePro* and *PC Games* will put these credentials to good practice. Warren enjoys reading, baking, and volleyball.

Mary Kingston McCole serves as executive assistant to **Stephen Robbins**, the vice president/group publisher for *Run* and *AmigaWorld*. Her responsibilities include market research and administrative duties. Prior to joining IDG, McCole was an associate retail product manager for Brookstone Company, Inc. She majored in English literature and minored in foreign languages at St. Lawrence University, and describes herself as an avid alpine skier, extensive reader, antique aficionado, 12-speed cyclist, and an oenophile. □

...Strategic Planning

viewed at the Worldwide Managers Meeting in November.

In addition to the eight committee reports that are summarized on pages 2-9, the meeting included presentations on IDG's growth retrospective and future strategies by **Kelly Conlin**, director of business development.

Workshops on strategic planning expectations, key industry and environment changes, and methods to reinforce IDG's success were chaired respectively by **Steve Woit**, president/publisher, *Federal Computer Week*; **Jim Martin**, president/publisher, *Macworld*; and **Charlie Greco**, president, IDG Financial Services.

CIO president **Joe Levy** concluded the session on a high note with a lighthearted wrap-up of the meeting that included proposals for whimsical products such as 786-powered lightbulbs and pacifiers. Strategic planning at IDG looks at every option! □

IDG WORLD UPDATE

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MANAGING EDITOR
DEBORAH BUTLER

NEWS EDITOR
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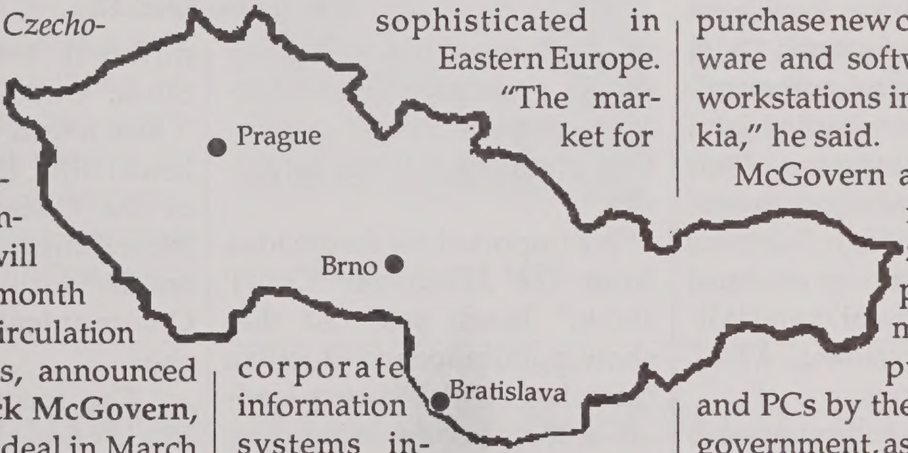
IDG
WORLD
UPDATE
Volume 20, Number 23
May 14, 1990

Czech Mate! Another Flag for IDG



Computerworld Czechoslovakia, the first computer publication for the newly liberalized Czech computer market, will appear next month with an initial circulation of 43,000 copies, announced chairman **Patrick McGovern,** who signed the deal in March during the CeBIT Fair in Hannover, West Germany.

Joint Agreement

The bimonthly tabloid newspaper is being produced under a joint publication agreement between IDG's subsidiary, IDG Communications, and ORBIS, the largest Czech publishing company. The publication will be headquartered in Prague, Czechoslovakia, and will maintain news bureaus in Brno and Bratislava.

McGovern noted that the computer market in Czechoslovakia is one of the most sophisticated in Eastern Europe. "The market for corporate information systems involving mainframes and minis has an installed base of 15,000 systems with a value in excess of eight billion dollars," he said. The PC and workstation market is expanding at a rate of over 25% per year.

Market Forecasts

According to McGovern, there are now over 200,000 PCs and workstations installed in Czechoslovakia with an estimated value of over $1 billion. "The market forecasts call for an annual expenditure of nearly $1 billion a year for the next three years in order to purchase new computer hardware and software, PCs and workstations in Czechoslovakia," he said.

McGovern added that the recent liberalization of export controls on mid-range computer systems and PCs by the United States government, as well as further changes expected shortly from COCOM, will open up the Czech market for the first time to computer industry companies located in the major industrialized countries.

Jiri Kolecko, the general manager of ORBIS, commented that over 125,000 computer professionals in Czechoslovakia are looking forward to the first issue of *Computerworld* in their country. Circulation is expected to rise from the initial 43,000 to over 60,000 by the end of the year. The publication will become weekly during 1991. ☐

NWW Video Showcases Industry Execs

Lights! Camera! Action! The videotape rolled in Atlanta last month for Supercomm Live!, a telecommunications forum produced by *Network World* and *Telephony* magazine.

The hosts of the show, the magazines' respective publishers, **Gary Beach** and Larry Lannon, interviewed more than a dozen industry executives about trends and technology during the Supercomm trade show April 17-18.

SUPERCOMM LIVE!
PRODUCED BY
TELEPHONY & NETWORK WORLD

(L-R) Gary Beach and Larry Lannnon on the Supercomm Live! Set

Participating telecommunications leaders included John Clendenin, chairman, Bell South; Alan Lutz, group vice president, Northern Telecom; Peter Madsen, president, Newbridge Networks and William Marx, president, AT&T Network Systems.

Tapes of the interviews are being marketed to businesses for sales meetings, seminars, stockholders meetings and other occasions. The four tapes cover the executives' responses to questions about regulatory trends, globalization, telecommunications services and future marketplace opportunities.

"We imported the forum idea from the Hannover CeBIT show," Beach said. At that show, publications conduct live interviews with industry leaders at their booths. According to Beach, this is the first time the industry has seen anything similar in the U.S.

"The project was a lot of fun; it was interesting to work in a different information medium," he added.

Beach said that he has spoken to **Bill Leitch** and **Bill Sell** of the Conference Management Group and plans to do another forum at next year's Communication Networks show.

The forum was *Network World*'s first joint venture with *Telephony*, one of the nation's oldest communications magazines. The two publications also co-published a show daily.

Marketing manager **Evilee Lasker**, who handled much of the forum's on-site logistics, hopes that one participant's order of 50 tapes is indicative of their popularity. Ads for the tapes have been appearing in recent issues of *Network World*.

Each tape is $275; additional copies of the same tape are $100 each. A complete set of four is $850. To order, contact Larry Lannon at *Telephony*, (312) 922-2435. ☐

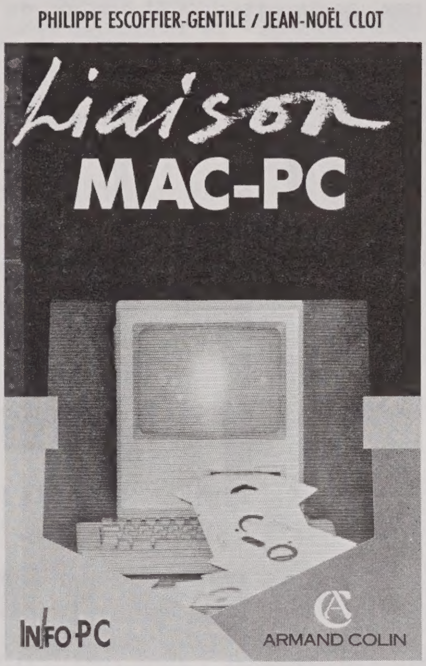
Publish To Add Subscribers

Publish magazine's publisher, **Gordon Haight** reported that the graphic communicators' magazine will add a group of controlled, non-paid subscribers to its circulation later this year. Haight intends to "target volume buyers in companies, starting with a group of 10,000 with $100,000-plus desktop purchasing power." Total circulation is expected to reach 125,000 by the end of 1990, up from 100,350. Haight is confident the controlled element of his subscription file will translate into "at least 100 pages" of advertising in 1990.

InfoPC Launches Book-Publishing Venture

Paris-based *InfoPC* and Armand Colin, a leading French publisher of school and university works, have agreed to co-publish a collection of microcomputing books. Armand Colin is a division of Masson, a prominent French scientific and technical publishing firm.

InfoPC editor-in-chief **Emmanuel Alexandre** is coordinating the project, which is expected to produce 12 books during the first contract year. *InfoPC*'s responsibilities include establishing the major topics and content, selecting the authors and reading the manuscripts. Most of the authors are reviewers for *InfoPC* or one of the other IDG France publications.



PHILIPPE ESCOFFIER-GENTILE / JEAN-NOËL CLOT

Liaison

MAC-PC

INFO PC

ARMAND COLIN

HOT OFF THE PRESS...

"We wanted to produce a value-added product, to go beyond our regular features and offer our readers real productivity at a low price," Alexandre said. "This is an important step toward further enhancing our company's - as well as *InfoPC*'s - image."

The titles published to date are *Choosing a Local Network*, *File Transfers*, *Mac-PC Connection* and *Program Your Printer in Turbo Pascal*. The works are currently written in French; a decision regarding selected English versions will be made soon. ☐

IDC Australia Acquires Research Services

IDC Australia has acquired the worldwide rights to Micro StoreBoard and PriceTrack, two key research programs previously operated by Compass Research Pty Ltd. of Australia.

Each month, Micro StoreBoard tracks the sales of personal computers, personal computer software, and peripherals through retail channels. The program uses a variety of research methods to calculate the value and volume of shipments through third-party channels.

PriceTrack is also a monthly program that compares recommended retail prices of personal computer hardware, software, and peripherals with actual street prices.

"The acquisition of these leading research programs underscores IDC's commitment to provide the highest quality analysis of the worldwide information technology market," said **Axel Leblois**, chairman and CEO of IDC.

Under the terms of the agreement, IDC Australia will assume responsibility for the continued operations, sales and marketing of both programs. Historical data for both programs is included in the purchase, and a portion of the Compass staff will join IDC to operate the programs.

Len Rust, vice president of IDC Asia/Pacific,has high expectations for both programs. "Micro StoreBoard and PriceTrack are well-established services which have a strong following in the Australian and New Zealand personal computer marketplace. We believe they will mesh comfortably with our existing services." ☐

Publish: The Case of the Missing "!"

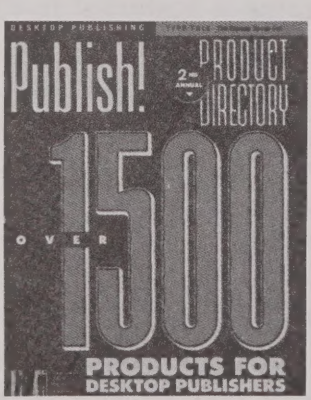
PAGE MAKEOVER

The May issue of *Publish* introduced a top-to-bottom redesign, starting with a new logo and finishing with a computer art gallery section on the last page.

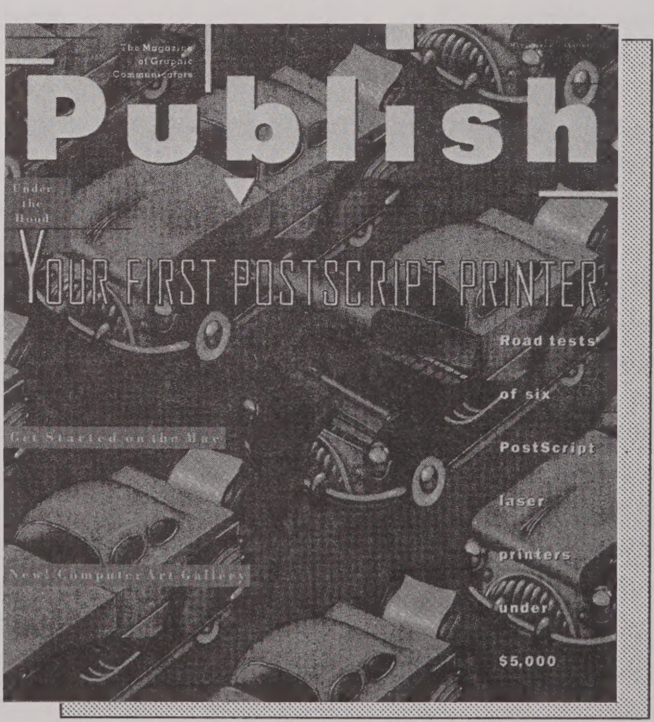
Each month, *Publish* invites readers to send in publications for a design analysis and makeover. In a bit of role reversal, *Publish* featured its own design this month. The new look includes new typefaces, more illustrations, more white space and added leading in the text for easier reading and visual appeal.

Most notable of all, perhaps, is the absence of *Publish*'s signature exclamation point. The punctuation mark is gone, but, as editor-in-chief **Susan Gubernat** reported in her editorial, "no one here at the magazine seems to miss it. It harkened back to a gee-whiz era...of desktop publishing." She concluded, "On our part, we trust that the implied excitement of the exclamation point is, as always, understood."

The new logo makes a bold statement, and its placement on the cover gives the magazine flexibility for cover design. However, for those who may feel a little nostalgic toward the original look, the raised dot on the "i" evokes a remote association with the former exclamation point. ◻


DESKTOP PUBLISHING
Publish!
2nd ANNUAL
PRODUCT DIRECTORY
OVER
1500
PRODUCTS FOR DESKTOP PUBLISHERS

BEFORE


The Magazine of Graphic Communicators
Publish
Under the Hood
YOUR FIRST POSTSCRIPT PRINTER
Road tests of six PostScript laser printers under $5,000
Get Started on the Mac
New! Computer Art Gallery

AFTER

Celebrating 10-year Anniversaries

Jonna Yager joined *Computer Business News*' editorial department as an editorial assistant in January 1980. In March of the same year, she moved from *CBN* to *Computerworld* advertising. In June 1981, Yager took on sales assistant responsibilities for *CW* Broadcast. She became an account coordinator for CW Communications in June 1984, moving up to account manager in January 1987. Currently, Yager is the marketing services director for IDG. Yager graduated from Nassau Community College and is continuing her education at Northeastern University.

PAT MCGOVERN WITH JONNA YAGER

A native of Pennsylvania, **John Dix** joined the publications department of IDC in March 1980. He made the transition to IDG's publishing division in 1984 as senior editor at *Computerworld*. In 1986, he transferred to *Network World* in the position of assistant managing editor, and in 1988, was promoted to managing editor. In January, Dix was promoted once again to his current position of executive editor, overseeing the weekly news gathering process, the newspaper's news and technical sections and helping to set long-range editorial strategies. A graduate of New England College, he received degrees in both English and communications.

...JOHN DIX

With 10 years of experience covering the computer industry for IDG publications, **Ed Scannell** is one of the most widely known news writers in computer journalism. Scannell began his IDG career as a reporter with *Computer Business News*, and in 1983 he became senior editor of hardware for *Computerworld*. The next year, he joined *CBN*'s successor, *MicroMarket World*, and, in 1987, returned to *Computerworld*. In June 1988, Scannell was promoted to his current position, Boston bureau chief for *InfoWorld*. Covering critical subjects, his byline appears on the front page with remarkable frequency. Scannell has three children, and, as a devout sports fan, remains partial to those teams hailing from Boston.

...ED SCANNELL

MACWORLD Opens To Record Crowds

The high level of enthusiasm that swept through San Francisco's Moscone Center April 11-13 surprised even the MACWORLD Expo coordinators. Of course, sold-out booths with more than 500 exhibitors and record attendance also did little to dampen their spirits.

MACWORLD Expo, sponsored by *Macworld* magazine and managed by Mitch Hall Associates, attracted more than 60,000 attendees. Traditionally the platform for the latest news on products and services for the Macintosh, the show fulfilled its mission and introduced over 180 new products.

Jim Martin, president and publisher of *Macworld*, introduced the keynote speakers. Apple chairman and CEO John Sculley presented "Macintosh: Gateway to the 21st Century," and former Apple exec Jean-Louis Gassee spoke on mankind's relationship to the computer in "Three Steps in a Love Affair."

Martin also hailed the launching of the Macworld Global Network, the alliance of international *Macworld* magazines that are able to share editorial information electronically.

The *Macworld* booth promoted the network in addition to organizing "Meet the Editors" and "Macworld on America Online" sessions. The staff also offered special signature subscriptions to all paid attendees and distributed more than 20,000 May issues of *Macworld* and 35,000 oversized bags displaying the Macworld Global Network logo. (More than a few MACWORLD bags continue to be sighted throughout the city.)

The annual Macworld Party, with this year's theme of "Macworld Around the World," was a rousing success thanks to co-sponsors *Macworld* magazine and Ingram Micro D., and the efforts of the producer, *Macworld*'s marketing events manager **Randi Schneiderman.**

MACWORLD comes to Boston next, August 8-11.

The World Expo Marketing Services Group has moved. The new address is:

Jonna Yager, Director
World Expo Marketing Services Group
111 Speen Street
Framingham, MA 01701

The phone number, (508) 879-0700, remains the same.

IDG
WORLD
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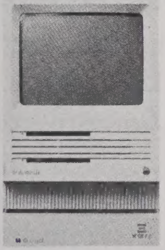
IDG WORLD UPDATE

Volume 20, Number 22 May 7, 1990

Computer Bowl II: East Meets West



The scene was the 1990 Computer Bowl, a computer industry trivia contest to raise money for Boston's Computer Museum. The challenge facing IDG's chairman **Pat McGovern** and his team of East Coast industry gurus was how to lose.

The East Coast team won last year's Computer Bowl, so it was only fair that the West Coast team be allowed to win this time around. After all, fair is fair.

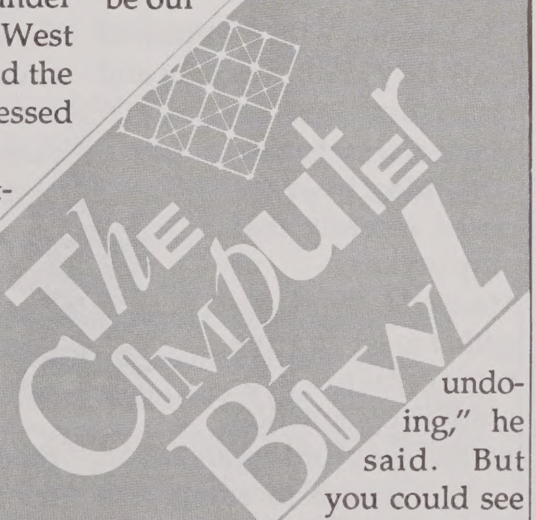
McGovern led an East Coast team that included William Foster, president/CEO of Stratus Computer; Robert Frankston, chief scientist at Lotus Development; Edward Fredkin, professor of physics at Boston University; and Russell Planitzer, chairman of the board of Prime Computer.

Losing wasn't easy for this crew. They had to feign ignorance of American comic strip characters. They had to pretend they were impressed when the West Coast team knew the species of the original computer "bug."

Despite all the efforts, however, the score was still tied at the end of the contest, and it all came down to one final question. "The caves of which state inspired the maze of twisty passages in the computer game 'Adventure?'" McGovern and his colleagues were magnificent. They pretended to scratch their heads and sweat under the hot TV lights until the West Coast team finally pressed the buzzer and correctly guessed Tennessee.

There was much celebrating among the West Coast team of venture capitalist L. John Doerr; Stewart Alsop, editor and publisher of PC Letter; William Gates, chairman of Microsoft; Charles House, general manager of software engineering at Hewlett-Packard; and Lawrence Tesler, vice president of Apple Computer.

McGovern did his best to look annoyed about losing. "Despite our superior footwork and experience, the mercurial jabs of the West Coast team proved to be our undoing," he said. But you could see him chuckling. After all, fair is fair.



IDG Staffers Help Child Attain Dream

Congratulations to **Karen Wallace,** national accounts supervisor at *Network World,* and all the IDG employees who helped make a young cancer patient's wish come true.

Wallace recently became involved with several projects through the Children's Wish Foundation in Atlanta, Georgia, an organization that tries to grant requests from young cancer patients. The children ask to travel to Disneyland, meet a celebrity, or attain some other life-long goal.

KAREN WALLACE

Previously, Wallace had donated money to the foundation, but the request of a young North Carolina boy inspired her to take further action.

The boy hoped to break *The Guiness Book of World Records* mark for most greeting cards received by one individual: 1,266,000. Working against an April 21 deadline, Wallace took up his cause on April 7 and enlisted the support of area schools, friends and co-workers.

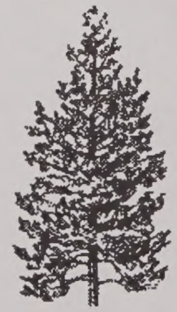
"I contacted IDG and IDC business units in the U.S. and encouraged them to conduct their own mailing campaign," Wallace said. "I don't know exactly how many employees were involved, but I received a phenomenal response from *Network World* and got a lot of calls from other offices." Among the participants was *Network World* publisher **Gary Beach**'s daughter, who encouraged her kindergarten classmates to send their own cards.

Last week, Wallace found out that her efforts and those of others across the country paid off. Foundation officials were still counting, but they reported that the boy had received more than five million cards!

Wallace plans to continue volunteering with the foundation and would like to learn more about similar organizations in the New England area. She invites anyone who would like more information on the group's activities to contact her at (508)875-6400. □

Macworld Exec Proposes Tree Planting

In keeping with the spirit of Earth Day 1990, president and publisher of *Macworld* magazine **Jim Martin** proposed recently that employees at *Macworld* band together to set up a tree replacement program in conjunction with a non-profit organization.



In a memo to employees, Martin noted that "If the magazine publishing industry is to use a part of the environment to create a business enterprise, we must be prepared to re-invest back into the environment."

Martin is working with IDG to set up a tree replacement fund, to buy and plant trees. He hopes to involve their printer as well as others in the Macintosh industry such as third-party developers and advertisers. Also, *Macworld* hopes to have a voluntary tree-planting outing this summer, in which *Macworld* employees and their families donate their time for one day to help re-forest some denuded areas of the environment.

Full details of *Macworld*'s program, including their financial committment, will be made available shortly. Martin is also accepting suggestion as to how they can make this program even more beneficial for the environment.□

IDG Corporate Profile First Quarter, 1990

This is a profile of the key characteristics of International Data Group operations.

Please use these facts when you are asked for current information about the company.

- IDG expects to end 1990 with worldwide sales of $620 million.
- 1990 IDG revenue objectives call for an average growth of 30% per year, with an after-tax profit margin target of 10%.
- IDG employs more than 3,800 people worldwide.
- As of January 1, 1990, IDG publishes more than 135 magazines and newspapers in over 40 different countries. Among the most recent are PC Express U.S.S.R., Computerworld Taiwan and PC World Italia.
- IDC now serves over 3,700 corporate clients. Clients include computer hardware and software producers who account for over 65% of the sales revenue of the computer industry.
- New IDC products for 1990 include research and market analysis on such areas as workstations, supercomputers, communication networks and optical-disc technology.
- IDG World Expo and Conference Management Group produces eight major conference and exposition events in the United States, including MacWorld Expo and Communications Networks, and 20 similar events outside the U.S.

Five Years Down Under

The first issue of *Australian Macworld* hit the streets in March of 1985, only one year after the launch of the U.S.-based *Macworld*. The new magazine became the first Mac publication in the world outside of the United States.

A number of early Macintosh enthusiasts had a hand in nurturing *Australian Macworld*. With no history and only promise awaiting them, the new staff ventured to make *Australian Macworld* the brightest, most attractive, and most sophisticated magazine Down Under.

Founding publisher and current managing director **Alan Power** believed then and still does that Steve Jobs had the right understanding of what a "personal" computer should be. Power felt that the Macintosh was going to be so significant that he wanted to be a part of the Mac crusade.

Now, during the fifth anniversary of the publication, Power reflected on *Macworld*'s achievements. "The people who have worked on *Macworld* have all shared what Jobs and countless others at Apple wanted to achieve. Our current publishing team, led by **Robert Wells** and **Osmund Lind Iversen**, is one of the best I have ever worked with in publishing. They're all part of an extraordinary Macintosh history and future."

15 Erasable Optical Drives
MACWORLD
5

Over the past five years, *Australian Macworld* has printed over 5,200 pages and anticipates continued growth.

Publisher Wells explained, "*Australian Macworld* has used and grown with the Macintosh since we were founded. Like most pioneers, we have been unwitting beta testers for Mac products ever since. Macs have been part of our mental furniture for so long, it is hard now to remember what a bold move becoming a Mac house represented then."

Macworld's retrospective March issue included the editor's choice of best column written between 1985 and 1990. The winning article by **Robin Robertson**, "Who's Afraid of Artificial Intelligence?," appeared in the December 1987 issue. Robertson wondered, *"How can a computer have the right perspective on life if it doesn't fear losing it? Is that what Adam and Eve were, before they ate from the Tree of Knowledge? Were they God's first attempts at artificial intelligence? And was the Apple a Macintosh?*

Local Loop

Sneaker Mania

It's time to lace up those running shoes!

IDG is sponsoring teams for the *Manufacturers Hanover Corporate Challenge* in Boston on Thursday, July 26 at 7:00p.m.

The event is a company team road race over a 3.5 mile course in Boston's scenic Back Bay. Teams consist of 5 men (men's team), 3 women (women's team), and 2 men, 2 women (coed team). There is no limit to the number of teams that can participate.

Runners of all abilities are welcome to join in this competitive event. It is a great opportunity to meet co-workers from other IDG business units.

Deadline for sign-up is May 18. If you are interested in running and would like more information, please contact **Jay Boviard** at (508) 935-4413.

In Search of a Summer Rental

A *Computerwoche* reporter will be working for *Network World* during the summer and is looking for a place to rent in the Framingham/Newton/Boston area during July and August. She is willing to have roommates. If you can help, please contact **Cheryl Tynan** at *Network World*, (508)875-6400, ext. 403.

Test Your Computer Industry I.Q.

Q & A From the 1990 Computer Bowl

1. Name three famous personal computers introduced during the summer of 1977.

2. Name three computer companies that jointly announced the Ethernet networking standard in 1980.

3. Name the company that went public in 1980 with the largest public stock offering at the time since Ford Motor Co.

4. Which computer does Mark learn to program in the comic strip "Doonesbury"?

5. Which PC does Oliver Wendall Jones have in the comic strip "Bloom County"?

6. What is the ASCII decimal equivalent for the escape key?

7. What college developed the Atanasoff computer?

8. Which unsuccessful computer preceded the Apple Macintosh?

9. Which robot was featured in a Neiman-Marcus catalog?

10. The Cray II supercomputer has a nickname inspired by the froth created in its liquid cooling system. What is that name?

11. If you were to hook up a midi interface, you would use a midi plug. How many pins are in a midi plug?

12. What was the predecessor of Dbase II called?

13. What company owns CompuServe?

14. The "Kansas City Standard" was developed as a standard for what storage medium?

15. What person founded Digital Equipment Corp. along with Ken Olsen?

16. Which of the following was not the name of a computer during the 1950s? Leprechaun, Mobidic, Babbage, or Maniac?

17. What computer pioneer first discovered the computer "bug?"

18. What kind of bug was it?

19. When using a computer you might use a spooler. The word spool is also an acronym. What do the letters stand for?

20. Texas Instruments developed the first popular microcomputer-based toy. What was it called?

21. Ethernet was named a networking standard in 1980 in a joint public announcement by which three famous computer companies?

22. The abacus was one of the earliest counting devices, probably originating in Babylonia and spreading to other countries. Of China, Greece and Japan, which received the abacus first?

23. In 1989, 16% of NeXT, Inc. was sold for $100 million to what company? Was it IBM, Canon or Fujitsu?

24. Was the year of the first COMDEX trade show 1978, 1980 or 1982?

25. At least three computer companies were named after their founders, but the founder no longer works for the company. Can you name these companies?

For those of you who need to check, the answers are on page 6.

And the Computer Bowl Answers Are...

1. The TRS-80, Commodore PET and Apple II
2. Intel Corp., Xerox Corp., and Digital Equipment Corp.
3. Apple
4. A Digital PDP 11/70
5. The "Banana Junior"
6. 27
7. Iowa State
8. Lisa
9. Comro I
10. Bubbles
11. Five
12. Vulcan - there never was a Dbase I
13. H&R Block
14. Cassette tape
15. Harlan Anderson
16. Babbage
17. Grace Hopper
18. A moth
19. Simultaneous Peripheral Operations On Line
20. Speak & Spell
21. Intel, Xerox, DEC
22. Greece - it only came to China in 1200 A.D.
23. Canon
24. 1978
25. Shugart, Amdahl, Cray

New Employees

Kate Oakley has joined IDC as a senior analyst for the Unix program. She previously worked as an analyst at ERC in London. Oakley has a bachelors degree in English Literature and a masters in Artificial Intelligence.

□ □ □

Peter Lui will be working on budget compliance and financial analysis for the financial accounting department of IDG. He had similar responsibilities as a financial analyst at Wang Laboratories. Lui holds a B.A. in Finance from UMass/Amherst and expects to receive his M.B.A. from Suffolk University in December.

□ □ □

Peter Pilkington, has been hired as a full-time employee of IDC U.K. An architect by training, he will improve the management information systems and coordinate the design, production and distribution of ERC products.

IDG WORLD UPDATE

EDITOR & PUBLISHER
DAVID F. HILL

MANAGING EDITOR
DEBORAH BUTLER

NEWS EDITOR
PATRICIA VALAVANIS SMITH

EDITORIAL DIRECTOR
PENNY JANZEN WINN

CONTRIBUTING EDITORS
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GENERAL MANAGER
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IDG
WORLD
UPDATE

Volume 20, Number 21

April 30, 1990

PRC, Taiwan Join Forces in Advertising Venture

China Computerworld and *PC World Taiwan* are coming together for the first time under the IDG umbrella in a joint effort to produce advertising for *PC World China.* The publication is slated for a July 1st distribution to 50,000 *PC World China* readers.

David Chu, IDG Taiwan's managing director, originated the idea at the 1988 Worldwide Managers meeting. He approached *China Computerworld*'s deputy general manager **Tang Baoxing** and together they explored the feasibility of cooperation. At that time, due to the countries' history of separation, the effort to improve the availability of market information and sales opportunities for the IDG companies on both sides still seemed an impractical vision.

However, by the time they met again in Palm Springs at the November 1989 International Manager's meeting, favorable and substantial political, economic and social changes had occurred and discussions resumed. These discussions continued until the 1990 IDG Asia/Pacific Managers Meeting where the project became finalized.

(L to R) Shen Yao of the PRC and Owen Wang chairman of IDG Taiwan confirm their Joint Venture

Chu then consulted with IDG Taiwan's sales director **Arthur Lin**. Together they came up with an outline to have Taiwanese manufacturers who want to do business with or sell their products in the People's Republic of China to advertise in *China PC World*. They also decided to offer special discounts to those clients who wanted to advertise in both *China Computerworld* and *PC World Taiwan*. In addition, IDG China will solicit ads and write articles on Taiwan's PC industry for the special issue. If the issue is successful, they will continue to work on other cooperative ventures.

The managers of both publications report that their sales teams have worked extra hard on this project and are receiving a multitude of positive reinforcement from clients. Chu hopes that "this project, the first of its kind, will not only bring profit, but also serve as confirmation that IDG is the only company positioned to help the Taiwanese manufacturers break into a market that has been untouchable for 40 years."

Baoxing noted, "Not only will the mainland Chinese know what's happening in the Taiwan PC industry, but the cooperation will benefit Taiwanese vendors entering the mainland market to be more informed as well. We hope that such cooperation will increase and promote trade between the two sides." □

Global Networks: A One-Stop Shopping Source

Network World, Inc. announced plans this week to launch *Global Networks*, a new quarterly magazine written for global network managers responsible for building information networks spanning countries and continents.

The first issue will be published in November 1990 to coincide with the Communications Networks/Korea trade show.

According to **Gary Beach**, publisher of *Network World*, "Global network managers who oversee the design and operation of data, video and voice networks told us they currently have to read numerous publications to get the information they need to manage their global networks. *Global Networks* will consolidate this information into one easily accessible source."With an editorial and sales staff to be based in Europe, North America and the Pacific Rim, *Global Networks* will provide in-depth information about the technical, managerial and political aspects of running global data, video and voice networks.

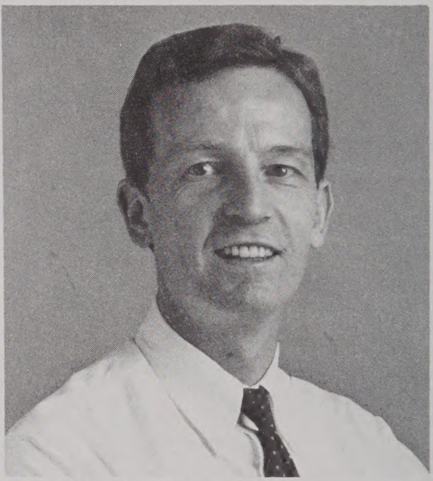
> *"Corporations are adopting the attitude of pay now for global network technology infrastructure or pay later in lost market share and profits."* - Gary Beach

The distribution of *Global Network*'s projected circulation of 20,000 will reflect the worldwide network market, 42% of which is in the United States, 33% in Europe, 18% in Japan and 7% in the rest of the world.

The publication will include country-by-country analyses of Postal Telephone and Telegraph (PTT) policies on customer premise equipment and private lines, as well as coverage of products and services offered by data, video, and voice vendors.

Global Networks will track the latest developments in the European Community's plan to liberalize its communications policies by 1992 and will offer "how to" articles on the best ways to manage circuits traversing multiple countries and carriers.

Plans for *Global Networks* were solidified earlier this year after Network World Inc. conducted focus groups and in-depth telephone interviews with network managers to determine the need for an interest in this type of publication.



GARY BEACH

"We found great interest in a publication that would offer a truly global perspective about networking issues. Corporations are adopting the attitude of pay now for global network technology infrastructure or pay later in lost market share and profits,'" Beach said.

A March 1990 poll conducted by *Fortune* magazine reported 59% of the chief executive officers in the Fortune 500 companies said they plan to increase foreign investment in the next five years as a percentage of total capital spending to keep their companies competitive.

Global Networks is Network World, Inc.'s second publication. *Network World*, established in 1986 for users of multisite enterprise networks, provides users with information on how to manage the enterprise network for corporate competitive advantage. ❑

FCW and IDC Washington Team Up

During the past few months, some IDC Washington and *Federal Computer Week* staffers have had more in common than just traffic congestion along the Capitol Beltway. The two Virginia-based companies have been collaborating on a conference that will unite IDC's clients with *FCW*'s readers and advertisers.

"Federal Systems '90: The Lure of Innovation" will be held May 13-16 at the Marriott Seaview Golf Resort outside Atlantic City, N.J. Close to 300 high-level information technology executives are expected at the conference, which will focus on how federal decision makers can reap the benefits of product innovation while minimizing its inherent risks. The participants will include telecommunications managers, federal sales and marketing vice presidents, strategic planners and chief information officers.

Staying afloat amid technological changes, defining new user environments, making networks work and acquisition strategies for the '90s will be among the topics explored.

According to **Mary Fran Kirchner**, vice president of marketing at IDC Washington, her office and *FCW* have been trying to develop a closer working relationship to better serve their respective target markets. Federal Systems '90 is their first large-scale effort.

"Here is a perfect example of how two business units with different business goals are able to work together to the mutual benefit of their own constituencies," Kirchner said.

In preparing for Federal Systems '90, IDC has drawn upon its experience in developing materials and organizing the registration, while *FCW* has contributed its marketing expertise.

IDG chairman **Patrick McGovern** will introduce the conference and Raymond J. Noorda, president and CEO of Novell, Inc. will be the keynote speaker. Key IDG participants include *FCW* publisher **Steve Woit**, and editor **Edith Holmes,** IDC Washington president **Marina Young** and vice president of research **Dr. Robert W. Deller.** ◻

NETWORK MANAGEMENT SOLUTIONS

More than 500 network users and industry leaders gathered in Anaheim, Calif., for the third annual Network Management Solutions conference April 10-12. Sponsored by *Network World* and produced by the IDG Conference Management Group, NMS'90 drew users from manufacturing, government, retailing, banking, education, transportation and a number of other industries.

The event featured five tutorials and more than 20 conference sessions that focused on wide-area, local-area and OSI network management. Fourteen major communications technology manufacturers were on hand to demonstrate their latest product offerings.

"The conferences and tutorials helped WAN and LAN managers gain a better understanding of how to maintain control of their networks and examine what new technologies can help them keep their networks running smoothly," explained **David Bradway,** manager of conference planning and development for the Conference Management Group.

Among the conference highlights was a standing-room only keynote session hosted by Jim Herman, principal of Northeast Consulting Resources, Inc. "The User's View: What We Really Feel About Network Management" involved a panel of users from various industries who discussed the products, services, and solutions they've used to achieve a healthy network.

Network World features editor

CONTINUED ON PAGE 6

Klezl Briefs Taiwanese Execs on Eastern Bloc

In an effort to learn how Taiwanese manufacturers can penetrate Eastern Europe's data processing market, IDG Taiwan drew on the expertise of Austrian colleague **Christian Klezl** and organized a unique seminar April 11.

Klezl, IDG Austria's senior editor for *Computerwelt Osterreich,* was the featured speaker for the seminar, which was attended by sales executives and marketing managers from 60 Taiwanese companies. Klezl's extensive knowledge of the Eastern bloc market and his familiarity with Taiwanese products made him an invaluable resource to the participants, who only recently have begun to explore business prospects in Eastern Europe.

Klezl's association with his Tapei counterparts began in 1989, when, while researching a story in Taiwan, he met with IDG Taiwan managing director **David Chu** and sales director **Arthur Lin** to discuss Taiwan's industry and markets. Subsequently, after writing a *Computerwelt* article on Taiwan's high-tech industry, he received a number of inquiries about the market and starting planning a second trip to gather more information.

CHRISTIAN KLEZL

At the same time, Chu wanted to capitalize on his country's interest in the anticipated loosening of Eastern bloc trade restrictions. Many of his clients request general information and public relations services from the International Marketing Service at the Taiwan office, and some also suggest story ideas to him. Chu wanted to respond to some of these requests by initiating a visiting IDG editors' program, but a tight budget seemed to make that impossible.

Instead, Chu proposed that the manufacturers making information requests act as sponsors to cover the expenses of the visiting editors. Chu would then arrange for the editors to meet with the sponsoring company's top management and collect information for future articles. Clients who heard Chu's pitch responded favorably, indicating that the sponsorship was a cost-efficient and beneficial method of publicizing their products, perhaps even more than advertising.

Chicony Electronics and Datex Systems were the first sponsors to sign on, and their contributions brought Klezl to the April conference. IDG also saved on other conference expenses by collaborating with the Taipei Hsein Computer Association (THCA).

After the seminar, Klezl met with the companies' managers to gain a better understanding of their product development, distribution channels and future plans. According to Chu, representatives of both companies were very impressed with Klezl's knowledge and appreciative of their new relationship. The vice president of Chicony, Frank Liu, said, "I hope that our sponsorship will continue to promote not only Chicony's products but also the image and reputation of the Taiwan information industry." ☐

(L TO R) FENNY CHEN (THCA), DAVID CHU, AND MICHAEL CHANG (THCA)

Happy Five Years, *Computerworld Venezuela*!

Direction and Administration (L to R): Yuraima Bello, Kalman von Vajna Nagy, Maribel Espinoza and Judy Garcia

The bimonthly tabloid, *Computerworld Venezuela,* was launched Jan. 31, 1985. During its five years, it has enjoyed continuous growth in both pages and revenue. The staff is very proud to report that "concurrently with the rapid growth, we have continued relentlessly to improve editorial quality and visual presentation."

Editorial Department (L to R): Luis Grisanti, Nelly Ramirez, Omar Vazquez and Nicanor Perez y Vega

Computerworld VENEZUELA

Production Department (L to R): Carmen Amelia Munoz, Valerio Gonzalez and Itala Spinetti

Computerworld
5 aniversario

Circulation Department (L to R): Jose Perez, Juan Garces, Cinencio Perez and William Bustamante. (not pictured) Dept. Manager, Bartolome Robles

Computerworld

The Advertising Sales Department (L to R): Ramon Arenas, Lola Ulacio, Carolina Rivas and Carlos Rodriguez

...NMS '90

Steve Moore, who chaired a users panel on integrated network management, said that many sessions picked up the theme of the keynote address. "There was a lot of attention on getting user opinions. The vendors talk a good story, but users are still skeptical," he said.

Other *Network World* employees who attended the conference were publisher **Gary Beach**, senior editor/industry update **Bob Brown**, senior editor/data communications **Jim Brown**, and senior writer/data communications **Paul Desmond**. □

New Employees

Linda Rasmanis is the new director of information systems at CW Publishing. Rasmanis was previously manager of publishing systems at the Providence Journal Company, where she was responsible for the specification, development, and installation of all publishing systems. A skier, gourmet cook and bread baker, Rasmanis has a B.S. in computer science and mathematics.

□ □ □

PC World has announced the appointment of **Stephen W. Soule** as promotion circulation manager. Soule, who will be responsible for new business, was previously circulation director at *The Nation*. He has a graduate degree in art history and enjoys film, literature, tennis, squash and ballet.

□ □ □

Tim Warner, a new editorial assistant at *Macworld*, will be testing and reviewing hardware for the "Macworld Labs" section. Warner is no stranger to the office, having served as an intern and working there on a contract basis. He earned his B.A. in English and Physiology in 1989 from the University of California/Berkeley.

□ □ □

Patrick Lyons has joined *InfoWorld*'s Test Center as a technician/evaluator after a stint at Plus Development Corp. He is a graduate of the University of Massachusetts and the Institute of Audio Research in New York. Lyons' interests include skiing, basketball and motorcycle racing.

□ □ □

Cynthia D. Dandis, a new sales assistant at IDC Irvine, Calif., will be working with **Brad Thorpe**'s and **Steve Auerbach**'s sales team. Previously, Dandis was an office manager and salesperson with Light Adventure. An alumna of Rancho Santiago College and the Fashion Institute, Lyons is continuing her education in sales training and customer relations and enjoys doing volunteer work in her spare time. □

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IDG
WORLD UPDATE
Volume 20, Number 20

April 23, 1990

Portable Computing to Select Award Winners

Jim McBrian, publisher of *Portable Computing*, has announced the magazine's second-annual awards program for portable-computing products. Selected by the magazine's editorial staff, the 15 winners will be honored at the Portable Computing & Communications show in Anaheim, May 9-10. The complete list of winners will be printed in *Portable Computing*'s June 1990 issue.

Two awards will be made for technical excellence and consumer value. A new category called "Great Program" covers software particularly well-suited for portable-computer users. Says **Roger Strukhoff**, editor-in-chief, "Our intention is to recognize products that scream portability." □

New Publication Signals Rise of Soviet Executives

IDG will plant yet another flag in Soviet territory with the Spring launch of *Manager*, a bimonthly magazine that will break the mold of other Soviet business publications by offering hands-on management techniques to Soviet executives who wish to share the secrets of each other's success.

"This is the first business magazine published in the U.S.S.R. to offer case studies and practical advice on operating a profitable venture in the new, competitive environment," said chairman **Pat McGovern**. "*Manager* will be written by Soviet managers for the new breed of Soviet executives, addressing the vertical markets within the U.S.S.R."

Manager, which debuts in May with an initial circulation of 50,000, will be published by IDG's Soviet joint venture, Information Computer Enterprise (ICE), and initially distributed on a paid qualified circulation basis. Advertising will be sold to Western companies, with a full-page black-and-white rate at approximately US$20,000. No distribution outside the Soviet Union is planned at this time.

Manager is the second ICE publication. *PC World U.S.S.R.*, launched in 1988, also has a circulation of 50,000. □

Knierim's Efforts Benefit Eastern Europe

Improving information technology is a major priority in the wake of the continuing political and economic changes taking place in Eastern Europe. *Amiga Welt* editor **Uwe Knierim** is on the forefront of advancing computer knowledge and resources in Eastern Europe through his involvement with a new association based in Munich.

Knierim is vice-chairman of a nonprofit, nonpolitical association founded in January 1990 with a mission to provide individuals in Eastern Europe with communications and data processing equipment, software and training.

The organization, whose motto is "Aid With Technology," aims to support those in Eastern Europe who want to learn or further develop computer skills without having to leave their country. Knierim and his colleagues, among them members of the German and Bavarian Parliaments, hope that this new knowledge base will enable people to contribute to the creation of a peaceful Europe.

The association welcomes support and contributions from everyone and will gratefully accept material such as second-hand computers, software, and books as well as monetary donations. Membership in the association is open to anyone for a minimum donation of US $30 per year.

For more information, contact Uwe Knierim at IDG Communications Verlag AG, tel. 011-49-89-3-60860.

Macworld Makes Editorial Changes, Ushijima to Launch Sister Publication in Japan

The editorial department at *Macworld Magazine* has undergone two significant high-level changes with the promotion of senior editor **Adrian Mello** to executive editor and the relocation of his predecessor, **David Ushijima**, to Tokyo.

Jerry Borrell, editor-in-chief of *Macworld* said that Mello will oversee the news, features, departments, reviews and "Macworld Labs" sections of the publication. "Adrian was a founding editor of *Macworld Magazine* and is a highly regarded editor in the industry," Borrell remarked.

Mello came to *Macworld* in 1984, shortly after the introduction of the Macintosh. Since then, he has held various positions and most recently, as senior editor, managed the features section. Prior to working at *Macworld*, Mello served on the editorial staff of *PC Magazine* and was later part of the editorial team that founded *PC World*.

Mello replaces Ushijima, who has been named by IDG chairman **Pat McGovern** as president of Macworld Communications Japan. Ushijima will be relocating to Tokyo, where he will be launching a *Macworld Magazine* by the fall of 1990.

According to **Jim Martin**, *Macworld* president/CEO and publisher, "Japan is a vitally important market, and David's expertise at *Macworld* and his knowledge of the Macintosh market give him unique skills to undertake this exciting challenge. David will remain on *Macworld* U.S.A.'s masthead as contributing editor/Far East and will continue to be a vital part of this company's global enterprise."

Darwin Revolutionizes Document Retrieval

Researchers at IDG Communications France are much happier these days thanks to Darwin, a new document retrieval system.

Since January, when the database was completely installed, journalists and visiting readers have been able to quickly and easily search for articles from four of the office's five publications. The software has also helped **Nathalie Benheim's** documentation staff organize large amounts of information thoroughly and efficiently.

WHY IS NATHALIE BENHEIM SMILING? SHE'S FOUND DARWIN.

Previously, the documentation department manually photocopied, indexed and filed articles almost exclusively for *Le Monde Informatique*, (*LMI*) often filing articles several times depending on the content. While journalists did their own searches, the staff assisted visitors who wanted to consult the documents.

The office first tried a computerized retrieval system in 1986 without much success, mainly due to the time-consuming indexing process and the users' resistance to the documentary language.

General manager **Francois-Xavier Chaussonniere** realized the importance of providing information to users without them having to learn specific documentation language. The most logical choice was to introduce commands for research in a natural programming language. The heart of the Darwin system Chaussonniere purchased is a semantic analyzer that selects all the significant expressions of a full text and automatically builds an index table so that any name or expression can then be used as a key word.

Now, indexing is no longer necessary, the documentation department handles information from three additional publications, and the system is self-service for both journalists and visitors. The search for articles now takes only 10% of the time spent previously searching for just *LMI* articles. The office has had 120 PCs connected by a local area network since 1989, and Darwin is one of the few text documentation applications that works on this kind of network.

> *For the first time, documentation is available during the production of the magazine.*

For the first time, documentation is available during the production of the magazine. Once an article has been corrected, copies are sent to the production department and documentation server and are then available to every workstation connected to the network.

By putting documentation applications onto a micro network, IDG Communications France has facilitated the flow of information and has created a documentation and information service that is not merely an archiving method. The staff hopes to create a documentation service this year for all subscribers using the Minitel service, a French Videotex system with an installed base of 5 million terminals.

For more information about Darwin, contact Nathalie Benheim or micro manager **Pierre Iticsohn** at IDG France. ☐

New Employees

IDC has announced that **Tony Picardi** has joined the software research group as director of the application tools and system level software program. A 15-year industry veteran, he was recently vice president for marketing and strategic operations at PILOT Executive Software. Picardi holds B.S., M.S. and Ph.D. degrees from the Massachusetts Institute of Technology and has written 25 publications in the areas of software engineering and computer modeling. Outside the office, Picardi enjoys sailing, SCUBA diving and radio-controlled boats.

* * *

David Herbener has joined the staff at IDC China, Ltd. in Hong Kong. A seasoned China-watcher, Herbener is a graduate of the University of Washington and after spending two years in Taiwan, has become fluent in both speaking and reading Mandarin. As editor of *China Informatics*, Herbener is responsible for reporting and writing the newsletter as well as researching the Chinese information technology market.

* * *

IDG Research Services welcomes **Rebecca Alter** as a new research analyst. In this position, she will be conducting research and statistical analyses, similar responsibilities to those she held at her previous job at STAT Resources, Inc. Alter earned her B.A. from Bowdoin College.

* * *

Jeanhette Cook has been hired as a sales assistant in *Publish!*'s Natick, Mass. office, where she'll be responsible for sales support and organizing the office database. Before joining *Publish!*, Cook gained related experience as a clerical temporary for CW Publishing. A 1985 graduate of Clemson University, she counts softball, volleyball, tennis, creative handcrafts and landscaping among her hobbies.

* * *

Becky Freed has joined *InfoWorld* as a copy editor. Prior to her appointment, Freed was a production editor at *Medical World News*. She earned a B.A. in French and English from the University of California/Santa Barbara in 1986 and enjoys knitting and volunteer baby-holding in her spare time.

* * *

Nancy Gibbs is the newly hired executive assistant to **Kevin Harold** in *Computerworld*'s General and Administrative department. Gibbs was formerly assistant to the president at McCormack and Dodge Corp. She is a graduate of the Katherine Gibbs School.

* * *

PCW Communications has hired **Lawrence Neves** as a mailroom clerk. He comes to IDG from Cooper, White and Cooper, where he worked in the law library and performed clerical duties. Neves is working on degrees in both library science and legal assistance.□

IDG
WORLD
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IDG
WORLD
UPDATE

Volume 20, Number 19 April 16, 1990

WHO SAYS YOU CAN'T CHANGE THE WORLD?

April 22 marks the 20th anniversary of Earth Day, the massive demonstration of concern for the planet's natural resources. This year, Earth Day is a global celebration, one designed to encourage people worldwide to make simple changes in their homes, communities and workplaces that will help preserve the environment we share.

The U.S. Earth Day organizers represent a broad coalition, with a board of directors composed of prominent environmentalists, politicians, journalists and business executives, including IDG chairman ***Patrick J. McGovern****. Their involvement, along with that of their international counterparts, indicates that people of all backgrounds must work together to create a better world.*

Most of this issue of IDG World Update is devoted to employees who are demonstrating their own environmental awareness. Individually and collectively, we have the potential to make many positive changes. Just remember the Earth Day 1990 slogan: Who Says You Can't Change the World?

Inside:

IDG & Ziff together!
(for a good cause)

SEE PAGE 3

ENVIRONMENTAL IMPACT PLAYS ROLE IN PAPER CHASE

The subject of paper, that most tangible product of the publishing industry, raises some very basic but very important questions. What kind to buy? Where to buy it? How much to pay?

David Sanders, paper buyer for all of IDG's North American publications, is perhaps the person in the company most well-acquainted with those questions and their relationship to the environment and corporate responsibility.

Sanders purchases 23,000 to 25,000 tons of coated and uncoated paper each year, approximately 60% from mills in the U.S. and 30% from Finland. At this time, none of the paper to his knowledge is made from recycled sources, but Sanders is actively exploring those options while maintaining a strict budget.

"I'd like to buy recycled paper, but unfortunately, the technology is just not there to make up a less expensive recycled sheet," Sanders said. He

CONTINUED ON PAGE 2

... PAPER CHASE

CONTINUED FROM PAGE 1

added that he is making other decisions based on environmental considerations. "I try to provide our publications with quality paper that comes from companies that are forward-thinking. I deal with companies that are involved in reforestation and watershed maintenance, not those that simply clear cut forests."

The mechanism for paper purchasing varies throughout IDG's publishing divisions. *Computerworld Norge* in Norway, for example, buys its own paper, but Sweden's CW Communications AB obtains it through the printer.

Production Obstacles

According to *Printing Impressions* magazine, the biggest hurdle faced by anyone concerned with paper recycling — communities, newspapers and newsprint manufacturers — is the lack of production capabilities.

Only 10 mills in North America are outfitted to produce recycled paper. The oversupply of virgin newsprint has dropped the price of new paper, making it unprofitable for newsprint manufacturers to build new plants or retrofit existing ones. The cost of building a new plant is between $250 million and $300 million; to retrofit an existing plant with a de-inking machine costs $75 million to $80 million.

Sanders noted that a mill may work with a large publisher to create special products, but IDG is relatively small to effect that type of change by itself.

New Laws

In addition to his purchasing challenges, Sanders also has to keep up-to-date on legislation that may affect the distribution of some IDG publications. Several states have proposed or passed legislation to create a demand for recycled newsprint in order to force paper mills to increase their recycling production capacity.

For example, a Connecticut law requires all in-state newspapers and all others with an in-state circulation greater than 40,000 to use 20% recycled newsprint by mid-decade and 90 percent by 1997. California passed legislation mandating 25% recycled content by 1995 and 50% by the year 2000.

Other Proposals

One trade association, the American Newspaper Publishers Association (ANPA), argues that mandatory government controls are too restrictive. The group supports a voluntary and cooperative approach between newspapers, their suppliers, and government. The ANPA prefers states to create recycling programs that produce a regular supply of used newsprint.

Sanders is looking forward to a Scandinavian trip in May to talk about purchasing and recycling issues with his contacts in Finland. He'll also be visiting IDG publishing operations in Sweden and Norway to learn how they handle their paper supplies.

> *"I deal with companies that are involved in reforestation and watershed maintenance programs, not those that simply clear cut forests."*
>
> *-DavidSanders*

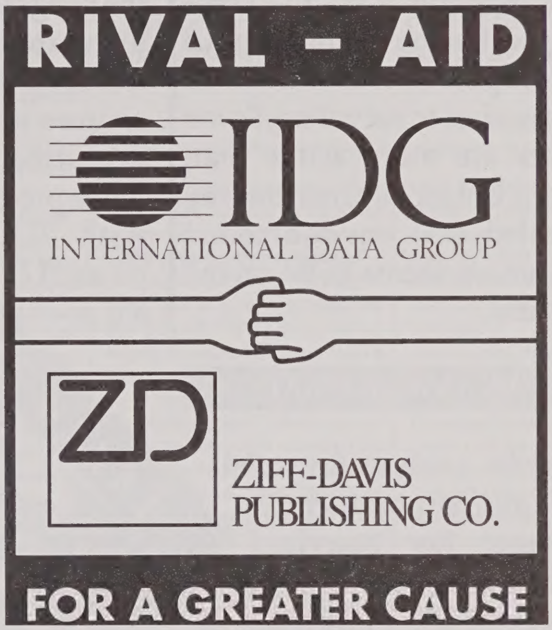
Promising Future

In general, Sanders feels optimistic that companies will soon respond favorably to paper users' needs and demands.

"I really feel that there will be a breakthrough in the paper industry soon," he said. "There's a new pulping process that is less environmentally harsh, and it will revolutionize the industry. Paper manufacturers have used fewer and fewer chemicals over the past 50 years, and I think that trend will continue."

If that is true, the environment *and* mankind will be the beneficiaries. ☐

PUBLISHING TITANS IDG AND ZIFF-DAVIS COMPETE TO RAISE MONEY FOR RIVAL-AIDS



THE FIRST (AND ONLY?) COMBINED LOGO

On Sunday, June 3, the AIDS Action Committee will sponsor the fifth annual From All Walks of Life fundraising effort designed to raise both money and awareness for the fight against AIDS.

In the past, many IDG employees have walked the 6.2 mile course in Boston; this year IDG and Ziff-Davis have teamed up to encourage even greater participation by sponsoring RIVAL-AID. RIVAL-AID is designed to pit the fundraising talents of the two companies against each other in a contest to see which company can raise the greatest amount of dollars.

Each business unit will be encouraged to form teams of 10 walkers, headed by a team leader, who will be responsible for disseminating information and sponsor sheets as well as collecting contributions.

Last year, 18,000 individuals raised over $1.5 million dollars, which were distributed to 34 AIDS-service organizations across Massachusetts.

Walter Boyd, president of IDG and a primary force behind the RIVAL-AID challenge, expressed the hope that IDG employees would raise $25,000 this year. He noted that 86 cents of every dollar donated to the AIDS Action Committee is distributed directly to recipient organizations.

Every IDG employee who registers for the walk will be given a tee-shirt printed with the first (and only) combined IDG/Ziff-Davis logo. If you would like more information or would like to volunteer to be a team leader, please contact **Donald Young** at (508) 935-4460.□

HILL APPOINTED PRESIDENT OF IDG NEWS GROUP

IDG Chairman **Patrick McGovern** announced the promotion of **David Hill** from director to president of the IDG International News Group.

McGovern stated, "Over the past three years, David Hill has expanded the International News Group from an international wire service into a multifaceted electronic publishing operation. His new title reflects the International News Group's growing role in networking services to both established and new IDG publishing operations."

The International News Group is composed of the IDG News Service, the weekly newsletter *International Computer Update*, the weekly in-house company newsletter *IDG World Update*, and the IDG database. In addition, International News Group handles IDG's international licensing agreements in Chile, Colombia, Finland, Israel, India, Korea, Thailand and Nigeria.

Hill joined IDG in 1986 and moved to the International News Group in 1987. Prior to joining the company, he worked for 10 years for daily newspapers in Illinois, Kentucky and Massachusetts. □

EMPLOYEES INITIATE RECYCLING PROJECTS

In keeping with IDG's decentralization plan, the company's business units have developed individualized approaches to recycling. Some offices are more active than others, but an informal survey revealed that environmental awareness seems to be on the increase.

FRAMINGHAM

Credit analyst **Amy Fellows** and corporate credit manager **Jay Bouviard** spearheaded recent efforts to recycle the multitudes of paper that are tossed out every day at IDG Framingham.

Fellows was moved by burgeoning news reports regarding the decline of the environment, and began wondering how she could help. "I continually saw an enormous amount of paper being tossed away every day at IDG and began thinking of implementing a paper recycling program."

At the same time, IDC's copy center operator **Marianne Deluca** was putting together a recycling program and had a headstart with logistics. Fellows saw a memo that Deluca sent to employees and felt the two offices could incorporate a joint effort.

Armed with this information, Fellows approached Bouviard and together they worked out a plan of action and announced the program at a meetings held by controller **Ted Bloom** which included the MIS, human resources, accounting, and credit departments.

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The program is now shared with IDC, and the large plastic barrels supplied by Harvey and Sons, Co. cost approximately $24 per month. Some paper pays 6¢ per lb. "However," Bouviard explained, "IDG is not looking for a profit or to break even. It's such a great idea to take part in saving the environment that any profit would be donated to a charity."

So far there has been tremendous participation on all levels. Managers have encouraged their groups to get involved. Restrictions apply in terms of separating and identifying what type of paper can be placed in the barrels, but a positive attitude and minimal effort are all it takes to make the program work.

Bouviard said, "Since the program began, we've estimated that 90% of the employees here at headquarters are participating." He added, "When the project began we didn't know what type of response we would be receiving. It's not the most creative program, and I'm sure others may have thought of it, but we had the initiative to push and prod until the mechanism was in effect."

AUSTRALIA

At IDG/C Australia, print overruns, returned subscriber copies and general day-to-day office work amount to considerable waste of paper.

Janice Jones contemplated the waste and decided to organize a recycling team. Rather than pay garbage collectors to cart away this unused paper each month, IDG/C Australia now recycles all paper waste. Recycling boxes to store waste paper are stationed next to photocopiers, in every department and beside some individual desks. When the box is full, a volunteer takes the contents to the recycling bags. A truck then hauls it away to a facility which recycles paper.

Employees feel that the best part of the whole exercise is the wonderful team spirit it has awakened.

Clogged Landfills Waking Magazine Industry to Solid Waste Crisis

> *"Sludge makes me really concerned. Which is worse, landfills full of enamel paper or shipping [that paper] off to paper manufacturers? They can make new paper, but the sludge is nefarious."*
>
> —Eric Utne
> Publisher, *Utne Reader*

by Richard Thau

NEW YORK—With millions of tons of magazines choking landfills annually in the United States, industry leaders, paper manufacturers and ecologically oriented publishers are slowly becoming responsive to environmentalists' calls for responsible solid waste handling.

Since the beginning of the year, both the Magazine Publishers of America (MPA) and the Direct Marketing Association (DMA) have created task forces to look into the waste question. While these organizations ponder possible courses of action, a handful of paper companies are employing an increasingly popular flotation process that at certain plants is de-inking three to four tons of clay-coated magazines monthly and converting them into newsprint.

Moreover, environmentally conscious titles with burgeoning circulations, such as *Mother Jones*, *Utne Reader* and the trade journal *Recycling Today*, are moving toward recycling themselves, as growing numbers of readers insist that the magazines be ecologically sound in more than just their editorial content.

Ink, De-inking and Doo

Among the leaders in the de-inking field are Smurfit Newsprint in Oregon City, Ore. and Stone Container Corp. in Snowflake, Ariz., both of which recently introduced the flotation process. While specifics may differ from one plant to the next, the flotation process in layman's terms generally entails diluting pulp to 1 percent consistency, introducing pressurized air into large water tanks, floating the ink off the pulp and onto air bubbles, and then skimming the ink-soaked bubbles from the top of the tank.

The limits of today's technology allow the de-inking of clay-coated paper to yield newsprint-quality paper only; in other words, it is currently impossible to recycle clay-coated paper back into clay-coated paper. Also, the de-inking process produces what is commonly regarded as "sludge," which must somehow be discarded.

While Stone Container's sludge finds its way into landfills, some of Smurfit's is burned. According to Truman Sturdevant, vice president and general manager of Smurfit's plant in Newberg, Ore., the burned sludge is not toxic, and the company gets "some heat value out of that." Additionally, the resulting ash from the burning may be used for "agricultural enhancement."

Eric Utne, publisher of *Utne Reader*, a Minneapolis-based title that offers extensive coverage of environmental issues, says, "Sludge makes me really concerned," adding that he does not know "which is worse, landfills full of enamel paper or shipping [that paper] off to paper manufacturers. They can make new paper, but the sludge is nefarious."

In addition to the sludge problem, a question arises as to the marketability of old magazines. Rod Edwards, vice president of the paper board group at the American Paper Institute, believes that in the U.S. "there is not a market for old magazines that can be collected from homes or businesses." He did note, however, that countries such as Japan, Korea and Canada have employed the de-inking process much more extensively than Americans have, and he envisions a growing market for U.S. waste abroad.

MPA and DMA

The Magazine Publishers of America has created a solid waste task force which met for the first time on February 8. According to MPA President Donald Kummerfeld, the group of publishers, printers and paper experts opened its meeting with a "history and review" of the ways the newspaper industry has dealt with recycling, and how that knowledge may apply to magazines.

While citing the highlights of the task force meeting, Kummerfeld observed, among other things, that "waste newsprint is crowding out coated paper in the market." He noted that Smurfit is using the flotation process with coated paper, but said that "we don't know what the economics are—is large scale [magazine recycling] feasible?"

Speaking about the limits of current technology, Kummerfeld said, "Until we get advancements in paper-making technology, about the only thing we can do to help recycle coated paper is find alternative uses."

Kummerfeld said that the task force "needs to pull this all together" and "get it all down on paper." To this end, the MPA is writing a "white paper" on the size and shape of the paper problem. This will allow any inquiring legislative bodies to find out what action the magazine industry is planning. "We don't want to wait for the states and federal government to mandate something," Kummerfeld said.

Before meeting again in May, the task force will find out what Europe and Japan are doing about their magazine waste, and will consider "ways to move the recycling process forward." Currently, the U. S. magazine industry is producing between 3 million and 5 million tons of waste annually, and the entire waste stream in the country is about 165 million tons each year.

The Direct Marketing Association also announced that it has formed a "task force on environmental issues" whose stated goal is to "identify the roles direct marketing companies can play in recycling, source reduction and the conversion of waste materials, among other issues," said Jonah Gitlitz, DMA president and chief executive officer. The task force, chaired by Robert Teufel, president of Rodale Press, has met twice.

Publishers Taking Action

In the area of environmental action, one popular move is to print titles on recycled (and possibly recyclable) coated paper. Utne noted that "for every ton of recycled paper, you're saving seventeen 35-foot trees, 7,000 gallons of water and 70 percent of the energy used to produce virgin pulp paper."

Utne said he is "trying to find a source of recycled paper we can afford." Presently, *Utne Reader* is printed on paper with a matte finish which is not recycled.

"Readers ask why we're not on recycled paper," *Mother Jones* Publisher David Assmann told *MagazineWeek*. He said that his goal now is to "print the entire magazine on recycled stock." To accomplish this, he contacted the San Francisco-based Conservatree Paper Company, only to find that the company was unable to convince a paper mill to run a test with recycled stock. This prompted Assmann to gather the names of 15 other organizations that collectively mail more than 10 million magazines and catalogs annually, who would prefer to use recycled stock.

Using Assmann's list as proof of a growing market, Conservatree finally convinced a mill, whose name Assmann did not want to divulge, to run a test. As a result, *Mother Jones* will print its April/May issue on recycled #3 coated, 40 lb. stock. However, the #3 paper is too expensive (*Mother Jones* usually uses #5, which is less glossy), and Assmann is awaiting the results of tests that may enable him to economically produce the July/August issue on recycled #5 coated, 40 lb. stock.

With its February issue, Cleveland-based *Recycling Today* converted its pages to recycled coated stock. In his "Editor's Focus," Editor Arnie Rosenberg told readers that "it took more than a year of investigation to find a grade which passed the tests of both appearance and recycled fiber content. Sav-A-Source Offset Enamel No. 3 Coated, Recycled Grade—manufactured by Watervliet Paper—contains 50 to 60 percent waste paper and as much as 15 percent post-consumer waste."

Rosenberg noted that the costs of this new paper are "not insignificant," with the recycled stock costing twice the price of the magazine's old stock and the added weight increasing postage by 20 percent. Despite the additional expense, he told readers that "it is important to lead by example."—*MW*

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...RECYCLING PROJECTS

PC WORLD

PC World employees in San Francisco have set up recycling bins at all the copier stations. Several employees also collect their daily waste paper and add it to these bins at the end of each day. Employees are also collecting and contributing aluminum cans to a local school's aluminum recycling drive.

Assistant editor **Lincoln Spector** noted, "when you throw away an aluminum can, the energy loss is equivalent to a can filled twice with gasoline and dumped into the garbage."

Marketing communications director **Amy Marks** is also concerned that the industry, which should be more environmentally conscious, is developing a trend of using UV-coated paper which looks great on the newsstand but is not recyclable.

As a result of *IDG World Update*'s recent inquiries, senior design associate **Laura Pannbacker** and Marks are looking into expanding *PC World*'s recycling efforts.

CONFERENCE MANAGEMENT GROUP

During a recent Communication Networks show in Washington, D.C., Conference Management Group (CMG) made arrangements with a local food distribution agency (as soup kitchens now prefer to be called) to receive any extra food from luncheons and receptions. Vice president **Bill Sell** was interviewed by WTOP-AM, the local CBS News station regarding CMG's food contribution plans, and how other conference and exposition managers could do the same. Frequently conference managers over-estimate the amount of food needed or guarantee for too large a number, with all of the leftovers being thrown out. Sell predicted that the issue of food donations will become a major one in the trade show and conference producer business.

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Since January, CMG has been recycling paper at its 111 Speen Street office. A Northeastern University co-op student, **Andrew Everett**, undertook a study of recycling options. To gain economies of scale Everett made arrangements through IDC at 5 Speen Street for joint paper pick-ups. IDC receives $3 per barrel, and IDG CMG has filled over three dozen barrels to date.

CMG's office space was developed with energy efficiency in mind. For example, fluorescent lighting fixtures with only three tubes which use 25% less power than traditional four-tube fixtures, were installed throughout the building.

Many CMG employees are involved in local community groups, that deal with environmental issues including CMG president **Bill Leitch**. Leitch participates in the Newton Conservation Commission, which is involved in a major pond preservation project next to Newton City Hall.

IDG COMMUNICATIONS/ PETERBOROUGH

The staff at IDG Communications/Peterborough is investigating ways to implement an office-wide recycling program. Spurred on by the success of neighboring *Byte* Magazine, a McGraw-Hill publication that has been recycling up to 50% of its office trash for the past month, representatives of each of the company's seven publications are starting to devise a

CONTINUED ON PAGE 6

...RECYCLING PROJECTS

similar strategy. **Janet Calhoun,** *Portable Computing*'s ad coordinator/business manager, and **Mark Reynolds,** managing editor, are leading the project.

Linda Barrett, single copy sales director at *AmigaWorld*, reports that the magazine's editorial staff and several other Peterborough offices are collecting their own paper and bringing it to the town's recycling center themselves. An office-wide program would allow an outside contractor to pick up and haul both clean paper and aluminum cans, thereby increasing convenience and lessening the disposal cost of other office refuse.

DIGITAL NEWS

Kelly Milan, assistant to the president of *Digital News*, is looking for both a firm to collect her office's paper and a supplier of recycled copy machine paper. The office has had a collection box for soda cans for quite a while, and the proceeds from deposits periodically go to pizza or doughnuts for the staff.

CIO, NWW, FCW

The *CIO* office has been collecting and returning bottles and just recently began a paper recycling program. Circulation director **Leslie Kenney** said that they did some extensive research on the merits of using biodegradable plastic bags for mailed subscriptions. They tried it for the December 1989 issue but then discontinued the bags when some questions arose as to whether the plastic was actually biodegradable.

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Kenney added that the staff purposely keeps the print run small and has never thrown away any back issues, keeping them instead for resale or reprints. Similarly, the staff at *Network World* and *Federal Computer Week* said they both try to minimize waste by keeping a small inventory of back issues for sale.

COMPUTERWORLD

According to human resources representative **Pam Caplin,** the cafeteria in Framingham discontinued the use of styrofoam cups a year or so ago after some employees voiced concern over use of containers made with chloroflurocarbons (CFCs) and their contributions to damaging the earth's ozone layer.

INTERNATIONAL NEWS GROUP

The News Service and *IDG World Update* staffs have been following the lead of general manager **Craig Pierce** and saving excess computer paper which will be made into memo pads. The office is also considering joining downstairs neighbor *Digital News* in their paper recycling efforts. ☐

WATER CONSERVATION TIPS

•Take showers rather than baths. Showers use about a third as much water.

• Avoid leaving the water running while shaving or brushing teeth.

• Use the dishwasher and washing machine only with full loads.

• Water lawns in the morning to avoid evaporation.

• Use a broom rather than the hose to clean off walkways, and other outdoor areas. ☐

IEG TACKLES ECOLOGICAL CONCERNS

Believing that the human race has the capacity to save the environment and make the earth a better place, **Bruce Anderson,** in cooperation with **Pat McGovern,** started International Environment Group, Inc., as an affiliate of IDG. IEG provides an umbrella for highly talented people to harness the power of business and industry toward this important goal.

Current Major Projects

IEG's first profit center is responsible for writing, a book under contract with Simon Schuster/Prentice Hall called *ECOLOGUE: The Environmental Catalogue and consumer Guide to a Safe Earth.* An earlier book of Anderson's, *The Solar Home Book,* sold over 300,000 copies. Anderson co-founded and served as president of Total Environment Action, Inc. an internationally renowned leader in renewable energy research and design.

Bill D'Alessandro developed and now operates IEG's second profit center, which publishes *Crosslands,* a European environmental business newsletter.

Anderson and D'Alessandro anticipate pursuing many other related businesses in information, and market research.

The following is excerpted from Anderson's book, ECOLOGUE:

As the "Decade of The Environment" proceeds, no company with any hope of succeeding can afford to ignore its environmental responsibilities or the opportunities that the surging tide of increased environmental awareness holds.

More and more people - including business people - are realizing that the planet itself is nearing the limits of how much abuse it can take. The new thinking says that economic development and environmental protection are not mutually exclusive. On the contrary, they must actually work together if we are to have a better world.

Cleaning up Your Act

Here are some relatively easy changes employees can make to minimize the waste of energy or materials.

- Reuse office supplies as much as possible. Use continuous use envelopes for inter-office mail.

- Shred scrap paper and old newspapers for packing material. You can also reuse plastic pellets for packing.

- Use compact fluorescent lights in both overhead and desk lamps. Many now have a soft, pleasing light similar to incandescent.

- Install reusable cloth roll towels, biodegradable hand soap, and water-saving flush toilets.

- In kitchens and cafeterias, use washable dishes and silverware, not disposables. Substitute mugs and spoons for throwaway coffee cups and stir sticks. Use cloth coffee filters instead of paper ones.

- Use water-based correction fluid instead of petroleum-based ones.

- Have your printing jobs done with vegetable oil-based inks (such as those made from soybean oil) rather than petroleum-based varieties. Soy ink rubs off less, is environmentally cleaner to produce and dispose of, easier to clean off presses and safer for press operators to use.

NOTE: State and local governments as well as private companies are now successfully running their own internal recycling programs. For example, in 1988, AT&T saved $1 million in trash disposal costs - and realized a $365,000 profit from recycling.□

FCW Hosts Federal 100 Awards Banquet

FCW editor Edith Holmes

Federal Computer Week and National Trade Productions, Inc., producers of the Federal Information Systems Conference and Exposition (FOSE), held *FCW*'s first Federal 100 Awards Banquet late last month in Washington, D.C.

The Federal 100 award recipients were nominated by *Federal Computer Week*'s readers and selected by an independent panel of judges for their substantial contributions to the development, acquisition or management of information technology in the federal arena. This year's 100 includes 72 agency officials and 28 company executives.

"We have gathered here tonight to recognize individual creativity in the application of information technology in the federal government," said **Edith Holmes**, *FCW* editor. "We hope that this evening's event in some small way will encourage creativity in this country by honoring those who have taken the raw ore of research, whether it be for a product or a policy or delivering a service to the public, and turned it into the finished alloy of application."

The highlight of the evening was the presentation of the prestigious FOSE Award, given to one individual from the private sector and one government employee who had the greatest impact on the federal government's effective use of information technology in 1989.

More than 430 people attended the festivities, including representatives from U.S. Sprint, Zenith Data Systems, Microsoft, Xerox, Apple and a number of other major businesses. Marketing services specialist **John Mooney** said *FCW* exceeded its corporate sponsorship goal by one, selling 19 banquet tables at $1,000 each.

"You people sure know how to do things right. Your entire handling of the Federal 100 was a class act," said Brigadier General J. Ronald Carey, a Federal 100 honoree.

President George Bush also honored the Federal 100 by sending a letter that was read to the group. "Information technology has changed the way we approach our work today," he wrote. "Computers have had a tremendous impact of the Federal government, increasing the efficiency and productivity of our Federal workers and managers...I am pleased to salute all of you who are being recognized on this special occasion for your outstanding achievements."□

IDG
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NEWS FROM CEBIT '90: IDG ACTIVE ON MANY FRONTS; TWO NEW FLAGS PLANTED

IDG Communications Verlag AG played a prominent role in many activities during the CeBIT '90 fair last month in Hannover, West Germany. CeBIT, the worlds' largest trade show for office, information and telecommunications technology, attracted 4,000 exhibitors and 500,000 visitors from 45 countries.

During this time of dramatic economic and political change in Europe, the use and advancement of information and telecommunication technologies becomes critically important. IDG contributed to several important dialogues on the subject by sponsoring an East/West business planning seminar and a Career Center and by hosting the signing of two new IDG license agreements.

IDG Communications Verlag AG's comfortable Hannover Fair suite provided the backdrop for the signing of IDG's three newest publications.

Patrick McGovern and Dr. Jiri Kolecko, managing director of Orbis Publishing, signed a license agreement to launch a biweekly *Computerworld* in Czechoslovakia beginning May 18, 1990. Circulation is expected to be 40,000. There will also be a *PC World* in Czechoslovakia starting in January 1991.

McGovern also signed an agreement with Vilko Novak, publication manager of CGP Delo, to jointly produce *Moj Mikro*, Yugoslavia's leading computer publication. McGovern explained that the book, which targets the most active purchasers of minicomputers, PCs and workstations, and local-area networks, "will assist interna-

CONTINUED ON PAGE 5

(L TO R) DR. JIRI KOLECKO, MANAGER, ORBIS PUBLISHING CO.; PATRICK MCGOVERN, CHAIRMAN, IDG; AND ECKHARD UTPADEL, VICE PRESIDENT, CENTRAL EUROPE, IDG COMMUNICATIONS VERLAG AG.

HIGHLIGHTS OF THE HANNOVER FAIR

East/West Forum

IDG Communications Verlag, in conjunction with the CeBIT organizer and a German industry alliance, sponsored a highly informative "East Meets West" forum on March 23 that attracted more than 200 high-ranking western information technology producers and vendors. The executives heard technical, economic and political experts from the U.S., Soviet Union and the German Democratic Republic (East Germany) discuss new dimensions in telecommunications and trade.

> ***Soon, McGovern predicted, companies, not countries, will compete against each other.***

The session touched on a number of topics including markets in the U.S.S.R. and Eastern Europe, Soviet and U.S. viewpoints on cooperative and joint ventures in various technologies, and the state of technological development in Western Europe. Pat McGovern participated in a panel on the U.S.S.R. regarding strategic business planning in the 1990s. Another panel focused on opportunities and risks for entrepreneurial activities in Eastern Europe and the G.D.R.

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KOSTENLOS
PC WOCHE
COMPUTERWOCHE
PC WOCHE

IDG GERMANY'S PUBLICATIONS ON DISPLAY

"I find that information technology is truly changing not only how and with whom we communicate, but also the way we think about ourselves," McGovern said. He observed that people who work for global companies increasingly identify with their colleagues around the world rather than with people from their own country. Soon, he predicted, companies, not countries, will compete against each other. "This is a very favorable development, since we can express our aggressive energies by economic...rather than military competition," he said.

All of the speakers welcomed the economic and political changes taking place in Eastern Europe. Dr. Stephan Patchikov, a Soviet information technology specialist, pointed out the importance of computerization for *perestroika* and *glasnost*. "Each computer coming into our country will bring us a step nearer to freedom," he said.

Several of the speakers stressed the need to temper enthusiasm with a bit of patience, noting that western companies will need to realize that there is a special mentality about the players in the Soviet and Eastern European markets. However, despite the slow pace of technological development, the panelists felt that positive changes would be forthcoming, one step at a time.

"Official and personal contacts are the most important factors for the successful development of entrepreneurial activities in the '90s," said Birgit Breuel, Minister of Finance, Niedersachsen, West Germany. "I'm sure events like "East Meets West" could play an important role in this progress."

CONTINUED ON PAGE 3

...MORE HIGHLIGHTS

MORTEN HANSEN, GENERAL MANAGER OF IDG NORWAY, (RIGHT) WITH HIS COMPANY'S LARGEST CLIENT, ARILD ASPAAS, MANAGING DIRECTOR OF ND DATASHOP. IDG NORWAY HOSTED A PARTY FOR 150 CLIENTS AT THE HANNOVER FAIR.

Elsewhere at CeBIT

CeBIT fairgoers saw IDG in action at a number of other locations. IDG Germany staffed a huge booth featuring numerous displays of their 10 publications.

On the first evening, the office hosted its traditional gathering for company managers and business partners complete with bavarian beer, pretzels, cheese and entertainment by a live Dixieland band.

The editorial staff transferred half its personnel to the fair and worked overtime to produce the regular weekly issue of *Computerwoche* as well as a CeBIT show daily. Their efforts were successful despite the added pressure of coping with a downed computer system during the week.

Another annual event, the Career Center, drew large audiences daily. Since 1986, IDG Germany has invited the personnel managers of prestigious German companies to meet jobseekers and present information about their company and employment opportunities. This year, Luftansa, BMW, Mercedes Benz, Hoesch AG, Hewlett-Packard and Software AG were among the 15 participating companies.

University graduates, data processing specialists and technicians talked one-on-one with the representatives and attended a studio program with lectures and panel discussions. The German minister of telecommunications and patron of the Career Center, Dr. Christian Swartz-Schilling, delivered the opening address. ❑

IDG Karriere - Zentrum
Erfolgsfaktor Mensch
Erfolgsfaktor Mensch
KARRIERE ZENTRUM
COMPUTERWOCHE

PANEL DISCUSSION IN PROGRESS AT THE CAREER CENTER

PC WORLD FORUM/MOSCOW

ONLY U.S. DEPARTMENT OF COMMERCE-CERTIFIED EXPOSITION

PC WORLD FORUM
MOSCOW

East is slated to meet West as the largest untapped market in the world will open up to Western PC vendors in Moscow July 10-15. World Expo Corp. will host 50,000 Soviet officials and business professionals. For the first time, an organizer who is independent of manufacturers is combining an international computer fair with a national software congress on Soviet soil.

PC WORLD FORUM is the only U.S. Department of Commerce-certified exposition to be held in the U.S.S.R. in 1990. World Expo was granted that certification due to its familiarity with the market and ability to introduce the key Soviet decision makers to prestigious exhibitors, including IBM, Microsoft, Ashton-Tate and Oracle. The opening days of the exposition are exclusively reserved for Soviet executives identified as volume buyers.

One highlight of the fair will be on-site demonstrations of PC software products that will be translated into Russian for the Soviet visitors.

IDG established the first U.S./U.S.S.R. computer publishing venture in 1988. This experience has allowed IDG to develop an unparalleled network of contacts within the State Committee on Computers and Information Technology, as well as other government ministries and Soviet user groups.

Soviet software is expected to be a major form of countertrade once the anticipated changes in intellectual property laws become a reality. Included among the speakers at the July 11-12 Software Development Conference will be Bradley Holmes, Director of the U.S. State Department's Bureau of International Communications and Information Policy; Bernard Vergnis, Vice President of Microsoft Europe; and Esther Dyson, a consultant and editor of the "Release 1.0" newsletter.

"The current Soviet plan calls for the installation of 800,000 PCs this year," said **Cherif Moujabber**, president and CEO of World Expo Corp. "The people coming to this exposition have the money and the authority to make those purchasing decisions," he added.

The Soviet Union currently has an installed base of only 300,000 personal computers, Moscow officials predict the demand to rise to 1.1 million by the end of 1990 and approach 28 million by the end of the decade. Given existing Soviet production capabilities, the majority of these systems will be imported from manufacturers and resellers around the world.

"PC WORLD FORUM/Moscow offers personal computer vendors the chance to capitalize on the easing of U.S. export restrictions and the drive for Soviet economic modernization," Moujabber said. "With the expected signing of major agreements to install improved telecommunications networks, the outlook for the Soviet market has greatly improved. Educational institutions are expected to be the first to acquire PCs, with industrial and government agencies to follow."

Macworld Magazine and Quantum Computer Services Forge Exclusive Relationship

Macworld Magazine has teamed up with Quantum Computer Services, Inc. to produce a new service called Macworld Online.

Macworld Online users will be able to access up-to-date news, reviews and product databases, a direct connection between *Macworld* editors and subscribers and *Macworld*'s award winning editorial. Participating editors include **Dan Littman** (America Online screen name: DanL5), **Brita Meng** (AFC Brita) and **Liza Weiman** (LizaW).

Macworld Online will be exclusively distributed through America Online, the online service for Macintosh computer owners.

"More people are turning to online information services every day as a source of computing support. It's a logical step for *Macworld* to provide this kind of suppport in partnership with America Online, the fastest-growing online service in the Macintosh community," explained **Jerry Borrell**, editor-in-chief of *Macworld Magazine* (America Online screen name: JerryMW).

Macworld Online will debut during the Macworld Expo show at San Francisco's Moscone Center April 11-13. There will be continuous online demonstrations and promotional giveaways of America Online software kits.

To receive a free America Online kit featuring Macworld Online, telephone a Quantum representative at 1-800-227-6364, ext. 5286. ❑

... News From CeBIT

CONTINUED FROM PAGE 1

tional companies in contacting the computer buyers who will establish or expand their market share in Yugoslavia."

McGovern said that Yugoslavia is one of the fastest growing markets in Europe.

Currently, Croatian and Slovenian language editions of *Moj Mikro* total 65,000 issues; these two languages cover 80% of the country's computer market potential.

IDG will also provide investment support to finance the launch of additional computer publications. ❑

Wanted: Referrals

Do you know someone who would be a great IDG employee? If so, don't forget that the Employee Referral Bonus Program for 1989-90 concludes on May 31. There's still time to qualify for the grand prize: $2,000 in cash or a trip to anywhere in the world valued up to $2,000.

> ***The grand prize:***
>
> ***$2,000 in cash***

To become eligible for this windfall you must have successfully referred three candidates, and their start dates must be on or before May 31, 1990. Both you and the people you've referred must be on the payroll at the time of the drawing.

If no one employee makes three successful referrals, Human Resources will still hold a drawing in August to include all employees who have made successful referrals during the program year. The lucky winner will receive a $500 cash prize.

Submit your referral(s) by May 31 and you may be one step closer to winning $2,000 or a dream vacation. Contact your Human Resources representative for details on those divisions participating in the bonus program. ❑

New Employees

IDC Washington welcomes two new employees. **Judith DeBrandt**, a program manager for software and information service, was previously a manager at Ernst & Young in the area of systems planning and implementation. A graduate of Mt. Holyoke College, DeBrandt earned an M.A. at Northwestern University and an M.B.A. at American University.

Account executive **Kirti R. Vashee** will be responsible for developing a commercial user account base. Prior to joining IDC, Vashee was a senior marketing representative at Lotus Development Corp. where he worked on the Lotus One Source product line. Vashee has a B.A. in economics and management from Bombay University and an M.B.A. from Case Western Reserve University with a specialization in finance/MIS. His interests include music, swimming and tennis.

❑ ❑ ❑

Theresa Tai, formerly a receptionist at IDG, has joined *Digital News* as a sales assistant. Tai is currently attending junior college and would like to further her career in sales. She enjoys playing tennis in her spare time.

❑ ❑ ❑

Publish! has hired **Vince Giuliano** as a sales assistant to **Lisa Zimmerer**. Giuliano is an English major at the University of California/Irvine and will graduate in June. He is a "semi-avid" music collector and also finds time for cycling, rowing, reading and writing.

❑ ❑ ❑

Eric Grevstad has been appointed senior editor of news and reviews for *PCResource*. A contributor to the magazine since its debut in 1987, Grevstad was formerly review editor at *inCider*. ❑

TICKETS AVAILABLE NOW FOR COMPUTERBOWL CHALLENGE

A reminder to all IDG employees: on Friday, April 27, the Computer Museum's second annual Computerbowl will be held at the World Trade Center in Boston. Satellite broadcasts will be screened in Santa Clara Tech Market and Bank of America in San Francisco and Dallas. Since IDG Chairman **Patrick McGovern** will be captain of the East Coast Team, all IDG employees will be eligible for a 20% discount on either the main event or satellite broadcast tickets. Tickets for any of the locations are $50 less 20% discount and are partially tax-deductible. To purchase tickets, please contact Kate Jose at the Computer Museum at (617) 426-2800. ❑

IDG WORLD UPDATE

EDITOR & PUBLISHER
DAVID F. HILL

MANAGING EDITOR
DEBORAH BUTLER

NEWS EDITOR
PATRICIA VALAVANIS SMITH

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IDG
WORLD
UPDATE
Volume 20, Number 17
April 2, 1990

INSIDE BIG MAC:

The largest issue features an extensive editorial package. Highlights include:

- John Sculley's address to the Macintosh community in an exclusive letter.
- An in-depth cover story on the new Macintosh IIfx. When Apple announces a new product, *Macworld* is there with the most extensive coverage.
- Bruce Webster's look at Apple's A/UX 2.0.

CONTINUED ON PAGE 6

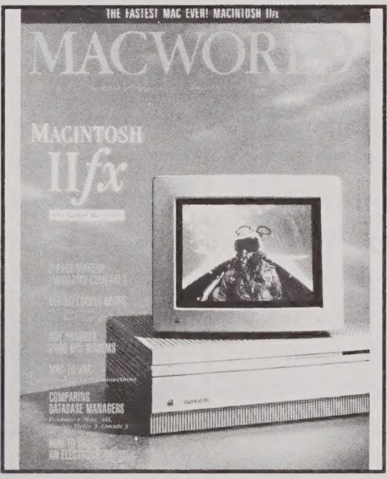
FROM RAGS TO RICHES TO RAGS

Two weeks after Jasmine Technologies, Inc. filed for Chapter 11, *Macworld Magazine* included a three-page article in the May issue about the highly regarded storage company and the reasons behind its decline.

"When we realized the extent of Jasmine's problems,

CONTINUED ON PAGE 6

THE BIGGEST EVER! *MACWORLD* SETS IDG PUBLISHING RECORD



BIG MAC

Jim Martin, president/CEO of Macworld Communications, Inc. and publisher of *Macworld Magazine*, announced the May issue of *Macworld* will set the record as the largest Macintosh magazine ever published. This issue is not simply the largest magazine in Macintosh publishing history, it is also the largest publication ever published by parent company IDG.

The issue will carry 338 total paid advertising pages and the folio size will be 524 pages plus covers. The previous high was 294 total advertising pages set by *PC World* magazine in November 1987. Weighing in at 2-1/2 pounds, the May issue will prove to be a heavyweight for advertisers as well as readers.

Martin said, "*Macworld* has firmly established itself as the pre-eminent publication in the Macintosh market. We've continued to focus our energies on providing high-quality editorial and unique graphics-oriented reader interface. With the highest total qualified circulation in the field, *Macworld's* advertisers have come to rely on our availability to deliver more of the market than any other Macintosh magazine."

The May issue will be distributed at the upcoming Macworld Expo in San Francisco.

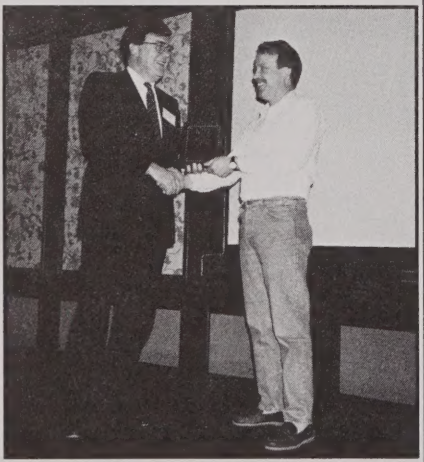
CONTINUED ON PAGE 6

EDITORS SHARE IDEAS IN AMSTERDAM

Fifty-eight editors, representing 46 publications from 16 countries, gathered recently in Amsterdam for the 1990 edition of IDG's International Editors Meeting.

For three days, March 17-20, attendees participated in activities ranging from workshops, small and large-group sessions and informal meetings to dinner at a 12th-floor restaurant high above the city of Amsterdam that gave everyone a chance to share experiences, exchange ideas, renew old acquaintances and meet new colleagues — not to mention a fairly spectacular view of the city by night.

Following brief welcoming remarks from *CW Nederlands* editorial director **Willem Koole**, attendees received an in-depth update on the financial health of the company from IDG vice chairman **Axel Leblois**.



PATRICK MCGOVERN PRESENTS PETE BARTOLIK, NEWS EDITOR FOR *COMPUTERWORLD* , WITH ONE OF THE NEWS SERVICE AWARDS.

"Financially, we are in a very strong position both in the U.S. and overseas," Leblois said, adding, "The editorial progress made by many of our major publications is largely responsible for our current fiscal health."

During a roundtable discussion moderated by Leblois entitled "Competing for Readers Around the World," participants **Peter Bartolik**, news editor, *Computerworld*; **Michael Lowe**, editor-in-chief, *InfoWorld*; **Jens Michael Damm**, editor-in-chief, *Computerworld Danmark*; **Richard Landry**, editor-in-chief, *PC World*; **Ed Bott**, managing editor,*PC World*; and **Pierre Mangin**, editor-in-chief, Telecoms International, offered insights into how each of their publications strives to differentiate itself from the competition by staying tuned to reader needs.

"Unless we focus on reader needs, we go nowhere," Leblois commented.

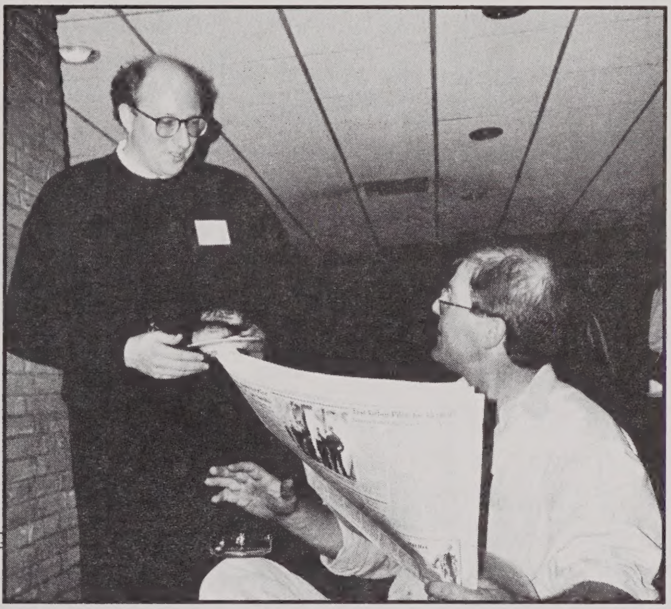
Workshops focused on a variety of topics and were moderated by **Douglas Barney**, editor-in-chief, *AmigaWorld*; **Susan Gubernat**, editor-in-chief, *Publish!*; **Don Hill**, editor-in-chief, *Computerworld New Zealand*; **Edie Holmes**, editor-in-chief, *Federal Computer Week*; **Gerard Adamis**, editor-in-chief, *Distributique*; and **Bill Laberis**, editor-in-chief, *Computerworld*. Also on-hand were **Tom Monahan**, graphics designer for *Computerworld*, who gave his now nearing-famous presentation on using the Macintosh to enhance charts and graphs and **Jeurgen Reischl**, controller for IDG Central Europe, who discussed editorial budgeting concerns.

On the final day, chairman **Patrick McGovern** addressed the group and briefly outlined some of the company's future plans. License agreements have been or will be signed shortly with Eastern European nations including Poland, East Germany, Yugoslavia, Czechoslovakia, Romania and Bulgaria, he said. The company is also looking into vertical market publications as an attractive niche opportunity.

In summing up, Leblois commented on the "terrific sense of sharing" that pervaded the meeting, an observation that was backed up when, in response to a query as to how many people had gotten at least one solid applicable idea during the three days, virtually every hand

CONTINUED ON PAGE 5

...IN AMSTERDAM



(L TO R) KNUD ERIK MADSEN, EDITOR, *PC WORLD DENMARK* AND TOM MONAHAN, GRAPHIC DESIGNER, *COMPUTERWORLD* COMPARE NOTES DURING A BREAK.

Three publications were singled out for recognition of their superior contributions to the IDG News Service by IDG International News Group president **David Hill** and chairman **Patrick McGovern**. Winners were selected in three areas and included *Computerworld New Zealand*, cited for largest news contribution from an English-language publication outside the United States; *Computerwoche*, for largest news contribution from a non-English-language publication; and *Computerworld* for its efforts to transmit news regarding last October's San Francisco earthquake to the wire ahead of its normal deadlines.

The following ideas were culled from the roundtable discussion on Competing for Readers.

* Get user groups involved in your publication.
* Promote publications by getting staff quoted in the general press.
* Get out of the office and talk to readers and users.
* Start a bulletin board.
* Conduct regular reader surveys.
* Strive to retain reader loyalty.
*Help readers to understand how and why emerging technology will be important to them.

(BELOW) DURING THE MEETING, AXEL LEBLOIS SPEAKS WITH EDITORS (L) LIU YAYING, *PC WORLD CHINA* AND (R) YANG KUNTANG, *COMPUTERWORLD* CHINA.

IDG Australia Sponsors Product Awards

IDG
COMMUNICATIONS

Earlier this month, IDG Communications Pty., Ltd. sponsored the first product awards ever distributed at the threefold PC '90, Communications '90 and Office Technology '90 show. To qualify for the awards, products had to be exhibited at the show, announced after January, and available now.

Two IDG staff members attended the show in Sydney and presented the prestigous awards. *PC World* sponsored the PC '90 Best New Product award, and publisher **Rick Smith** presented the award to the Australian-made G/ARP Gateway TCP/IP network product. *Communications World* also sponsored the Communications '90 Best New Product award, and publisher **Susan Taylor** gave the award to another Australian item, Netcomm's X.32 Packet Modem.

A total of 187 companies from Australia, the U.K., Hong Kong, Malaysia, Singapore, Taiwan and France participated in the exposition.

In conjunction with the show, IDG Communications hosted a luncheon at which **Stewart Alsop,** editor of *PC Letter*, gave a presentation to 50 high-level executives from Sydney-based computer companies. An enlightening question and answer session regarding the development of the U.S. computer industry followed Alsop's speech.

Computerworld
PC INTEGRATION
VERTICAL MARKET SERIES
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Attendees On the Show Floor at Australia's PC '90

Plan Now For CD-ROM '90

IDG's Conference Management Group (CMG) will produce the fourth annual CD-ROM Expo at the World Trade Center in Boston October 1-5. The event, which will attract more than 100 leading manufacturers of compact disc technology, is the only conference and exposition dedicated to the exploration of optical storage and applications on compact discs.

CD-ROM Expo will feature special sessions for developers and more than five tutorials and 30 conference sessions focusing on user applications, technology and the Macintosh platform.

"This event showcases a medium that publishes and distributes massive amounts of information at very low relative cost," said **Bill Leitch,** CMG president.

More than 3,000 users attended CD-ROM '89, and this year's attendance is expected to increase by at least 40%.

New Employees

Network World is pleased to announce the appointment of **Ellen Messmer** as Washington correspondent. Messmer recently worked as a full-time freelancer for *Information Week* covering a broad range of regulatory and technology issues. Prior to that, Messmer worked as a free-lance for *Popular Mechanics Magazine*. She also has an extensive background as a translator in both German and Russian.

Ann Mercer, newly appointed reporter for *Federal Computer Week*, will report on mid-range and mainframe computers. Prior to joining *FCW*, Mercer was a senior consultant for Anderson Consulting and was a member of the marketing and training team for application software for IBM AS/450. She attended Northwestern University and received an M.S.J. in Journalism and Computer Studies in 1989. Mercer enjoys SCUBA diving, skating and traveling.

Federal Computer Week has appointed **Mark Kellner** senior reporter for congressional coverage. Kellner previously worked at CMP Publications for *Unix Today* as a senior editor. He enjoys cooking Chinese food, freelance writing, photography and collecting stamps.

Jodi Mardesich has joined *InfoWorld* as network target editions editor. Mardesich attended Brigham Young University where she received a B.A. in English. She especially enjoys reading fiction, skiing, movies and attending film festivals.

Macworld recently hired **Jo Ann Villalobos** as a production editor. Previously, Villalobos was a typesetter for *PC World*. She studied Mass Communications at the University of California/Berkeley and continues her interest in graphic design during her spare time.

Publish! welcomes **Kathy Poppenhagen**, administrative assistant in advertising sales support. Poppenhagen was previously an executive secretary at Panasonic Corporation and handled a variety of duties, including customer service and general trouble-shooting. She teaches ceramics classes in her home and also enjoys downhill skiing, reading and sewing clothes for her children.

IDG has hired two new employees in Framingham. **John A. Kelley**, a mailroom assistant, comes to IDG from the facilities administration department at Puma U.S.A., where he handled internal mail, machine upkeep and purchasing.

Tom Mathews, the new director of benefits and systems, is responsible for benefits, payroll, and human resource information systems. He was formerly the manager of compensation and benefit programs at Shearson Lehman Hutton, where he dealt with several benefit plans, divisional compensation support and the annual employee benefit statement. Mathews received his B.S. in Economics and Psychology at Trinity College in Hartford, Conn. and has an M.B.A. from the University of Michigan. An avid wine collector, he also enjoys jogging, hockey, tennis and golf. ❑

EDITORS...

CONTINUED FROM PAGE 2

shot up.

Next year's International Editors meeting is tentatively scheduled for April in Bangkok, Thailand. ❑

TIPS FOR TRAVELERS

If you travel by air, never pack data diskettes with checked baggage. X-ray dosage levels for checked baggage can be as high as twenty times those for hand-carried luggage, and your data may end up getting scrambled. Even if you tote your diskettes, ask attendants to hand-inspect them. Don't let them go through the carry-on screening machines. The low levels of radiation these machines produce won't do any harm — it's the stray magnetic fields generated by the motors that drive the conveyor belts that cause problems.

...BIG MAC

CONTINUED FROM PAGE 1

•A feature length article on the Jasmine story written just two weeks after the Chapter 11 filing. Macworld's readers will want to read about this "rags to riches to rags" story.

•A revealing, full-length interview, the first ever, with Michael Spindler, Apple's new chief operating officer.

•A fascinating look into Apple's global manufacturing operation in "Behind Locked Doors."❑

...MACWORLD

CONTINUED FROM PAGE 1

With numerous editorial and graphic awards helping it achieve its outstanding position in the Macintosh community, *Macworld* continues to grow. "The recent launch of the Macworld Global Network of publications, which includes six versions of *Macworld* outside of the U.S., just demonstrates our commitment to this market," Martin said. "Over the next twelve months, we should have up to sixteen *Macworld* publishing partners." Martin added, "Each publication will be tied together electronically for editorial layout and design, and global advertising discounts will be offered. No one but IDG can offer this unique blend of quality publications and international publishing skills."❑

RAGS TO RICHES..

CONTINUED FROM PAGE 1

we rushed an article into the May issue," said **Deborah Branscum**, senior associate editor of *Macworld*. "Thanks to a great staff and short turnaround times, we were able to inform our readers about the company's downfall and offer advice to readers who ordered from the company."

The Jasmine story began to unfold last year when reports started coming in from readers about poor customer service from the company. "Gambling On Jasmine" uncovers the litigation and unconventional financing that lie behind the company's current woes.❑

IDG WORLD UPDATE

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MANAGING EDITOR
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NEWS EDITOR
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EDITORIAL DIRECTOR
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IDG WORLD UPDATE

Volume 20, Number 16

March 26, 1990

ASIA/PACIFIC MANAGERS CONVENE IN HONG KONG

MANAGERS PARTICIPATE IN ONE OF THE HONG KONG SESSIONS

Managers attending IDG's Asia/Pacific meeting in Hong Kong last week soon came to realize that they now represent the largest and fastest-growing information company in Asia outside Japan.

Managers from Japan, Korea, Taiwan, the People's Republic of China, Hong Kong, Thailand, Australia and New Zealand assembled for two days to compare market information, trade ideas and plan for the future. Their growth projections for the region surprised everyone, particularly themselves.

The Asia/Pacific region is expected to produce approximately $20 million in revenue for IDG in 1990. Each manager presented his projections and expectations for his country in the next three years. When vice chairman **Axel Leblois** totaled the numbers, the managers found their projections equaling a four-fold growth in the next three years. They expect some $80 million in revenues by 1993.

IDG Asia's growth will stem from a combination of new publications, new shows and expositions and rapid growth in existing publications as information technology expands. The managers already publish more than 20 newspapers and magazines in the region.

Among the sessions during the two-day meeting were a comprehensive review of regional information trends by **Tina Over**, research director of IDC's Pacific Planning Service, a roundup of new show and exposition activity by World Expo president **Cherif Moujabber** and an update on IDG News Service activities by IDG International News Group president **David Hill**.

"Until now, we have dealt with the countries in this region individually," said Leblois. "It was great to see these people come together and turn into a strong working group. For the first time they have a real sense of what they can do together in this

CONTINUED ON PAGE 2

LOOK WHAT'S NEW AT *LE MONDE INFORMATIQUE*

LE MONDE INFORMATIQUE

STATIONS DE TRAVAIL

Le grand retour d'IBM

CINQ MILLIONS DE MINITELS

DEC A L'EST

CHOISIR UNE MESSAGERIE GRAND SYSTEME

PC FORUM, MICAD, TN 90 : LA SEMAINE DE TOUS LES SALONS

Pleins feux sur les portables

BULL : LE DPS 7000 DU DEPARTEMENTAL AU MAINFRAME

ADA S'ENVOLE

SONDAGE SOFRES : LA MICRO DES ANNEES 90

OLD VERSION

LE MONDE INFORMATIQUE

SPÉCIAL APPLE

La vente directe prendra-t-elle en France?

LE CARRE D'AS DES ANNEES 90

ARCNET FACE A ETHERNET ET TOKEN RING

EMPLOI : LA PAUSE

CHERS AUDITEURS

TELNOS CONTRE UNIPLEX

EMPLOIS ET OPPORTUNITES

Les utilisateurs de minis jugent leurs systèmes... et leurs constructeurs

REVISED DESIGN

Le Monde Informatique (LMI), the newsweekly for MIS/DP decision makers in France, will unveil a new design in its April 2 issue.

LMI's department managers collaborated on the revisions, which were pre-tested on a focus group of the publication's readers. The staff feels that modernized typography and the improved layout will greatly improve LMI's readability.

To promote the new design, LMI will increase the April 2 print run from 45,000 to 60,000 copies and produce 55,000 copies for the April 12, 19 and 26 issues during Sicob, the French industry trade show. In addition, an advertising campaign will appear weekly in a magazine dedicated to media strategies and once in the daily newspaper *Liberation*. There will also be some newsstand advertising. ☐

EARTH DAY 1990 REMINDER

Remember, April 22 is the global celebration of Earth Day's 20th anniversary, and *IDG World Update* will be marking the occasion with a special issue on environmental awareness. IDG employees are invited to contribute news about their efforts, either at the office or at home, to preserve the earth's precious natural resources. Information should be sent to *IDG World Update* prior to April 3. ☐

...MANAGERS CONVENE

CONTINUED FROM PAGE 1

region. The sense of purpose and self-confidence was fantastic."

Chairman **Pat McGovern**, who participated in the full range of workshops and presentations, wrapped up the meeting with a strong statement of endorsement for Asia/Pacific activities. McGovern voiced total support for particular operations like IDG Japan that are going through difficult turnaround periods.

"We are 100 percent committed to your operations," McGovern told them, "and we at headquarters plan to give you whatever support you need to aid in your success."

Many decisions were reached by the managers, including agreements to work more closely with the IDG News Service, to work jointly on regional projects, to aggressively expand show and exposition activity and to meet on a regular basis to plan additional levels of cooperation.

"The atmosphere here is just incredible," said IDG Japan president **Jim Povec**. "There's so much positive activity in Asia, and this group is going to help make it all happen." ☐

MACWORLD TRIUMPHS IN TRIVIA

Macworld recently defeated the Ziff-Davis competition during a game of *Jeopardy* at a meeting of the Boston Computer Society (BCS).

Senior associate editor/East coast **Brita Meng** triumphed over teams from *MacUser* and *MacWeek* to earn not only the coveted first prize — a game of Twister™ — but also a rather large measure of professional satisfaction.

BCS members adapted *Jeopardy*, a popular U.S. television quiz show, for use on the Macintosh computer as an exercise for the Society's monthly meeting. Watching a large screen in full view of the audience, the contestants selected questions from categories such as "Woz, Jobs and God," "Advertising," and "Mac Potpourri." The IDG team bested their opponents with answers to a variety of esoteric questions, among them:

1. These two programs were originally to be called "Macauthor" and "Machelangelo"; cooler heads prevailed.

2. In Star Trek IV, *Enterprise* Chief Engineer Scotty used a Mac Plus to design molecules of this substance.

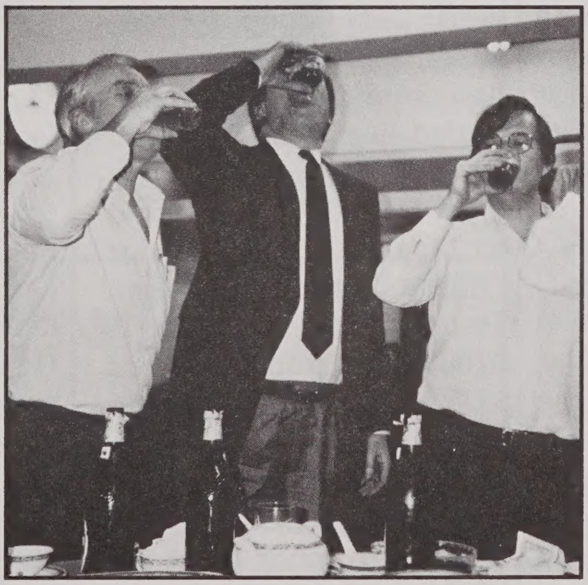
3. The commercial announcing the Macintosh to the world first aired publicly in this year.

4. (Final Jeopardy) Bosses at the facility where this game was designed eventually installed a virus code to keep their employees from playing the game all day long.

Test your Macknowledge! The answers can be found on the back page. ❑

A TASTE OF BLARNEY

In a bit of pre-St. Patrick's Day festivity, chairman **Pat McGovern** proudly and successfully represented his Irish roots with a wee bit of beer quaffing in Hong Kong. It seems that another Irishman, *Computerworld Hong Kong* editor **Paul Healy,** was the source of the mischief. At a party thrown by McGovern for the Asian managers and IDG/IDC staff in Hong Kong, this young Irish upstart Healy was overheard to be making some intemperate remarks about the superior ability of the Hong Kong staff to drink the beer. In the best "Let's try it" tradition, up stepped the IDG stalwarts: vice chairman **Axel Leblois**, Australia's **Alan Power**, Japan's **Jim Povec**, and the International News Group's **David Hill**. Ah, but in the end it was Patrick, with a quiet Irish smile upon his face, and just a spot of beer on his tie, whose empty glass reached the table first. ❑



(L-R) POWER, MCGOVERN AND LEBLOIS IN THE MIDST OF COMPETITION

LOCAL LOOP

CBC REVIEW CLASS TO BE HELD

This April, the Boston chapter of the Business/Professional Advertising Association (B/PAA) will hold a three-class preparation course for the May 12th Certified Business Communicator (CBC) exam. The exam is a three-hour multiple choice test to certify business communications professionals' competency in advertising, public relations, and sales and marketing support job disciplines.

Any business communications professional with three years experience qualifies for the exam. Those who pass are awarded the "Certified Business Communicator" credential by B/PAA. These individuals serve as outstanding examples of competence and experience to their peers. They may also use the abbreviation "C.B.C." on their business cards, correspondence and professional credits.

Digital News publisher **Pat Kenealy** will teach the course along with another recently accredited CBC, Will Manning, president of the Boston B/PAA chapter. They will be assisted by guest speakers. Kenealy urges all Boston-area IDG publication and research sales personnel to consider taking the CBC test.

"In my experience, many magazine and newspaper ad reps know more about media and marketing communications than the junior agency and client customers they work with," Kenealy said. "IDG's reps deserve the recognition the CBC certificate confers. As B/PAA moves to certify more members, a CBC can only help our reps build relationships with senior-level clients and, as a result, sell more advertising."

The exam preparation course will meet from 6:30 to 8:30 p.m. on Monday, April 16, Monday, April 23 and Monday, May 7 at International Data Group, 5 Speen Street, Framingham, Mass. Basic study materials are included in the $25.00 course fee.

The test will be conducted on May 12 at Fisher Junior College, Chestnut Hill, Mass. Test fee for members is $200.00, non-members $325.00. Non-members who pass will receive credit for a one year international membership.

To learn more about the CBC exam or to order a registration packet, please call Pat Kenealy during office hours at (617) 482-8470. ❑

℞ ADVICE

U.S.-based employees whose HMO plans require them to order their prescriptions through the mail may want to keep these considerations in mind.

Prescription medications are the largest out-of-pocket health care expense for most patients.

They vary widely in price. Recently, a low-cost option has become available: prescriptions by mail.

Some insurance plans contract with physicians who then mail their prescriptions to pharmacies. The insurance company pays, and you get the medicine in a week or two.

The Johns Hopkins Health Letter says mail service pharmacies (MSPs) are relatively safe. The largest is run by the American Association of Retired Persons (AARP). One concern is that an error may be made. Here is the Health Center's advice on making MSPs work for you:

- They are best for chronic disorders. Savings are available for larger orders.
- Don't order medications you need to have before the two-week lead time.
- Keep a copy of the prescrip-

CONTINUED ON PAGE 5

QUARTEY-DANIELS CELEBRATES 10-YEAR ANNIVERSARY

CHAIRMAN PAT MCGOVERN AND *INFOWORLD* CIRCULATION MANAGER DELIA QUARTEY-DANIELS CELEBRATE HER 10-YEAR ANNIVERSARY

Delia Quartey-Daniels is the only employee remaining of the original 10 *InfoWorld* staff members. She says that the best word to describe her is "sticktoittiveness."

She started at *InfoWorld* as an advertising assistant in 1980, then became an advertising coordinator, trade show coordinator, classified advertising salesperson and circulation analyst. Currently she is serving as circulation manager.

While *InfoWorld* was evolving into its niche, Quartey-Daniels outlasted four format changes, five redesigns, six publishers, three market changes and four editor-in-chiefs. She also played a key role when *InfoWorld* shifted its circulation from paid to controlled. "I'm grateful that **Pat McGovern** had his own sense of "sticktoittiveness" during *InfoWorld's* growth periods," she said.

Quartey-Daniels' dedication, and continuity of service has played an integral role in *InfoWorld's* growth and stability. She looks forward to continued challenge and opportunity at IDG. ❑

FOOD DRIVE CONCLUDES

IDG, IDC, CW Publishing, and *Network World* employees donated more than 500 pounds of food and paper products to suburban shelters and other nonprofit organizations during the "IDG Food Drive" February 15-March 15. **Mary Dolaher,** executive assistant to the chairman, coordinated the effort, which will assist more than 100 needy families in the Framingham area. Many thanks to all IDG employees who contributed items to this worthy cause. ❑

...ADVICE

CONTINUED FROM PAGE 4

tion so you can compare the name against what appears on the label when the medication arrives.

- Be knowledgeable about your medication. Understand dosage and be familiar with generic and brand names.
- Don't hesitate to ask questions if a pill looks different from what you're accustomed to. Whatever type of care you're getting, you must play an active role whether the medication comes by mail or from the local pharmacy. ❑

CHANGE OF ADDRESS

PC World Taiwan is moving to a new location as of April 5, 1990. The new address will be:

PC World Taiwan
7F-6, No. 137
Sec. 1, Fu-Hsin
S. Road
Taipei

Telephone and fax numbers will remain unchanged. If there is any difficulty reaching the office during the move, please send all correspondence by fax to: 866-2-777-5339. ❑

New Employees

CIO magazine has brought **Pauline Manning** on board as eastern regional advertising sales manager. She is responsible for the sale of advertising space from New York to Florida. Manning received her bachelors degree in Communications Studies from the University of Massachusetts. She enjoys skiing and the great outdoors.

□ □ □

Maura Harrington, newly appointed staff writer for *Computerworld*, will report on the computer industry and cover software. Harrington graduated from Boston University and in her spare time enjoys fiction writing and photography.

□ □ □

Scott Danish has joined *PC World* in the capacity of advertising booking and billing coordinator. Danish received a B.S. in Marketing Management and Accounting from the University of Oregon. He enjoys tennis, basketball, travel, reading and professional sports.

PC World's new office service assistant, **Ed Ramirez,** is responsible for office support. Ramirez attended San Antonio College and the Computer Arts Institute in San Francisco.

□ □ □

Melissa Riofrio is responsibel for assisting *PC World's* editor-in-chief **Richard Landry**. Riofrio received her B.A. in English from Yale University in 1989.

□ □ □

Macworld Communications has appointed **Terri Edelman** as executive assistant to the president/publisher. In this capacity she is responsible for maximizing efficiency and productivity. Edelman is interested in nutrition, architecture, and interior design.

□ □ □

Nanci Farguharson, newly appointed administrative assistant for *Network World*, is responsible for assisting the president and director of financial operations.

CONTINUED FROM PAGE 3

Answers:

1. MacWrite and MacDraw
2. Transparent aluminum
3. 1983
4. Tetris™

IDG
WORLD
UPDATE

EDITOR & PUBLISHER
DAVID F. HILL

MANAGING EDITOR
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NEWS EDITOR
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CRAIG PIERCE

DISTRIBUTION MANAGER
CHRIS CONNERY

IDG World Update is published weekly for the employees of International Data Group. **Update encourages participation from employees.** Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: 617 423-9030; Fax: 617 423-0712; Ontyme mailbox: IDGHQ.D/Butler, or CWCI.P/Smith.

IDG
WORLD
UPDATE
Volume 20, Number 15
March 19, 1990

PUBLISHING INSTITUTE '90

MANAGERS ENTHUSIASTIC ABOUT BOOT CAMP FOR BOOKS

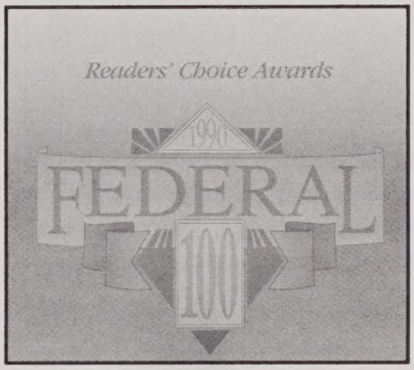
Seventeen "high-flying high potentials" honed their managerial skills at the third annual IDG/CI Publishing Institute held March 5-9 at Babson College in Wellesley, Mass.

The participants were nominated by their business unit presidents in recognition of their potential advancement in the publishing industry. During the program, the select group of senior managers took part in lectures, roundtable discussions and team projects designed to enhance their leadership ability and expand their knowledge of advertising, editorial, financial and circulation management.

Facilitator **Bob Miller**, an IDG human resources

CONTINUED ON PAGE 2

FCW ANNOUNCES FIRST READER'S CHOICE AWARDS



Nestled within the pages of its otherwise ordinary looking March 12 issue, *Federal Computer Week* proudly unveiled the winners of the first annual *FCW* Federal 100: The Reader's Choice Awards.

FCW cosponsored the award program with FOSE '90 (pronounced "Fossy," not "Foze"), the Federal Information Systems Conference and Exposition, to honor people within the U.S. government systems community. The Federal 100 recipients were nominated by their peers — the readers of *Federal Computer Week* — for their substantial contribution to the development, acquisition or management of information technology in the federal government.

More than 400 readers nationwide sent in nominations, and an independent panel of five judges selected the 100 "impact people" whose contributions went well beyond just doing their jobs.

The recipients of the awards included 71 agency officials, 28 company executives and one academician. Twenty-three of the recipients live and work outside the Washington, D.C., area.

The Federal 100 winners will be listed in a special *FCW* supplement to be distributed to subscribers in the March 12 and March 19 issues and given to 65,000 attendees expected at FOSE '90, which

CONTINUED ON PAGE 3

...PUBLISHING INSTITUTE ‘90

CONTINUED FROM PAGE 1

Publishing Institute Attendees, Yuri Kuzmin, ICE; Keiichi Maesato, IDC Tokyo; and Bjorn Mogensen, CW Communications AB, Stockholm, gather at cocktail hour during first night.

consultant and Institute guru since its inception, observed that this year’s class represented a broader spectrum of talent than ever before. He stressed that their varied responsibilities “reflect the fact that to insure its successful growth through the coming decade, the company must increasingly emphasize the development of the full breadth of its management talent.”

Ray Corbin, national sales director at *Digital News*, agreed that his colleagues’ diverse backgrounds improved his understanding of the industry as a whole. “It was a great experience to see and work with people from other disciplines,” he said. “The strength of this company is definitely its people.”

This year, steering committee members **Gary Beach**, president and publisher of *Network World*; **John Griffin**, president of *PC World*; and **Fritz Landmann**, president of *Computerworld*, condensed the regular five-day format into a rigorous four-day program. The attendees were clearly impressed by the quality of the seminars, conducted primarily by IDG executives, but somewhat daunted by the pace. “They kept us so busy it was like being at boot camp,” exclaimed **Jan Harper**, *Computerterworld*'s, vice president of marketing and development.

Nonetheless, the participants met the challenge. IDG's Miller said that the Institute fosters a tremendous sense of enthusiasm and excitement on both sides. “The line people get pulled in to teach; they make it happen. There’s a real relevancy to the presentations, and with lots of group discussions, the participants learn from each other.”

Bjorn Mogensen, publisher of CW Communications AB, Stockholm, said he felt “the sessions were very interesting, particularly the team building and leadership seminars,” but the best part of the week was having a chance to talk informally and “compare experiences.”

Miller agreed that the importance of these intangible benefits cannot be underestimated. “The international networking is a highlight. It’s an opportunity to communicate better and develop a support system.” Programs such as the Institute “further the sense of community that IDG managers should have worldwide.”

Peg Hosky, vice president of marketing at *Federal Computer Week*, Washington, D.C., concurred. "One of the best things was having people from around the world bring home the country in which they work," she said. "It was so interesting to hear their perspectives on each issue; not just one approach to a situation."

> *"The international networking is a highlight. It's an opportunity to communicate better and develop a support system."* *-Bob Miller*

At the close of the conference, the group integrated its week-long experiences by presenting solutions to a case study problem. Many of the participants found this exercise extremely beneficial, noting that it was a fitting way to illustrate how the different elements of publishing interrelate.

Members of the Class of 1990 are: **Erica Baccus**, director of marketing, *InfoWorld*, Menlo Park, Calif., **Ed Chittendon**, director of circulation, *Publish!*, San Francisco; **Svetlana Chuikova**, director, ICE, Moscow; **Ray Corbin**, national sales director, *Digital News*, Boston; **Kurt Ebner**, publisher, IDG Communications Verlag AG, Munich; **Pat Ferrell**, publisher, *GamePro* and *PC Games*, IDG/CI Peterborough, N.H.; **John Gallant**, editor-in-chief, *Network World*, Framingham, MA; **Jan Harper**, vice president of marketing and development, *Computerworld*, Framingham; **Kevin Herrold**, senior national sales director, *Computerworld*, Framingham; **Bob Hoskins**, operations director, *InfoWorld*, Menlo Park, **Peg Hosky**, vice president of marketing, *Federal Computer Week*, Washington, D.C.; **Yuri Kuzmin**, editor-in-chief, ICE, Moscow; **Keichii Maesato**, vice president, IDC Communications Pacific Division, Tokyo; **Heather Martin**, director of circulation, *PC World*, San Francisco; **Lew McCreary**, managing editor, *CIO*, Framingham; **Bjorn Mogensen**, publisher, CW Communications AB, Stockholm; and **Dan Orum**, vice president of circulation and marketing, *Macworld*, San Francisco.

Attendees will regroup this fall for a two-day follow-up program, another new aspect resulting from this year's Institute. ❑

...FCW

CONTINUED FROM PAGE 1

will run March 20-22 at the Washington, D.C. Convention Center. *FCW* will have a booth at the show, and the staff will also make supplements available in the exposition lobby and at some conferees' hotel rooms.

In addition, *FWC* and FOSE are hosting a banquet March 20 to honor the Federal 100 recipients and select, from among the 100 award recipients, the two winners of the FOSE Award. The FOSE '90 Program Advisory Committee, comprised of nine government and industry representatives, will select the vendor and government employee who had the greatest impact on the federal government's effective use of information technology.

The editorial staff at *FCW*, particularly editor **Edith Holmes**, news editor **Paul McCloskey** and associate editor **Anne Armstrong**, has been involved with the Federal 100 awards. Design director **Patt Chisolm** created the Federal 100 logo and the supplement. Preparations for the FOSE Award banquet have been handled by vice president of marketing **Peg Hosky**, marketing promotions manager **Kim Herlihy**, and marketing services specialist **John Mooney**. ❑

SWISS BRANCH ANNOUNCES *MACWORLD SCHWEIZ*

Since the launch of *Macworld* in 1984, sister publications have been sprouting up all over the world. The latest, *Macworld Schweiz*, is being launched in Switzerland by CW Publikationen AG.

The pilot issue will kick off on May 17 with a circulation total of 15,000 copies; 5,000 copies will be distributed at the Apple Expo in Zurich, and 10,000 copies will be shipped to qualified users.

Under the direction of editor-in-chief **Roger Bataillard,** and in close cooperation with the San Francisco-based *Macworld* editorial team, the newly launched Mac publication will be adapted to the special needs of the Swiss reader.

Throughout all phases of the launch, the Swiss editorial team worked with the U.S. editorial team and reportedly are more than happy with the extent of their support. Swiss editors have full transmission and downloading to the editorial database in San Francisco in terms of stories, illustrations, photos and graphics.

According to **Gebhard Osterwalder**, general manager of CW Publikationen AG, the new Swiss publication undoubtedly stands to profit from the marketing power of the global *Macworld* sales network.

Macworld Schweiz will be published in an exclusive tabloid format in order to differentiate it not only in terms of content from its Swiss and German competitors but also in terms of size. The first issue should run 64 pages with approximately 30 pages of advertising.

Osterwalder noted that *Macworld Schweiz* will offer a 20% start-up subscription discount for the first four issues, and starting in October, the magazine will be published monthly. ❑

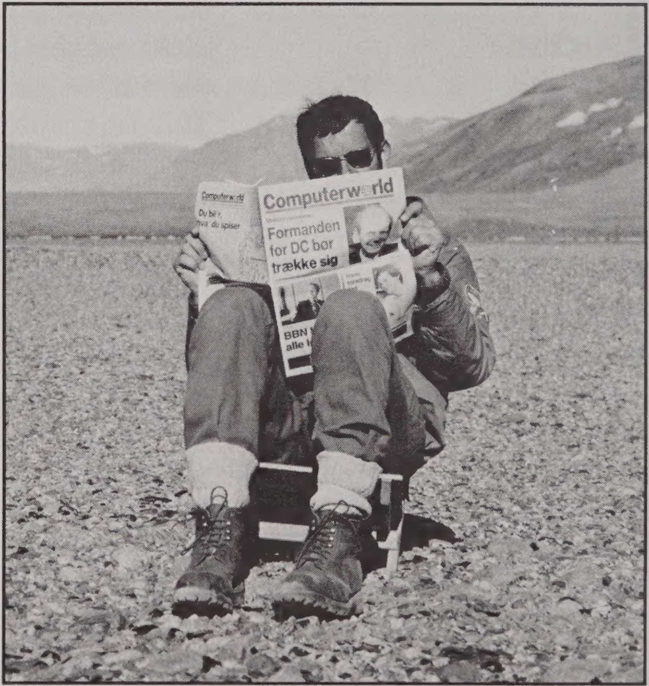
CW DANMARK READER TAKES ISSUE

IDG Danmark A/S regrets to inform *Network World* employees that in terms of avid readers, they feel, with all due modesty, they are the absolute frontrunners (see "People," *IDG World Update,* Vol. 20, December 11, 1989).

The photo (right) was shot in Hvalrosodden ("The Walrus Point") the most deserted, treacherous and cold (-50 degrees Celsius in winter) area of Greenland, located in the northeastern part of the island.

During the summer of 1989, our reader participated in a scientific expedition. For three long months, the group's only company was the dangerous polar bear.

Defying lurking dangers and bitter cold, this dedicated reader kept abreast of the most vital news in the civilized world via his weekly *Computerworld Danmark.* ❑


Computerworld
Formanden for DC bør trække sig
BBN
alle

BEACH TO ENTERPRISE

To kick off its "Enterprise Networking" theme at the annual Communications Network '90 party and to reinforce the association between *Network World* and Enterprise Networking, *Network World* played host to over 700 guests at a "Starship Enterprise" gala.

(Pictured) **Gary Beach** (L) president and publisher, *Network World*, and **Bill Leitch**, president CMG (far right).

TEST YOUR COPYRIGHT I.Q.

This quiz recently appeared in the April 1990 issue of Publish! in an article written by Brad Bunnin, an attorney who advises writers and publishers throughout North America.

Below are two fairly typical situations you could face when altering or creating an image electronically. Answer each question with a "yes" or no," then compare your answers below.

1. You remember seeing a beautiful illustration in a book from your grandfather's library when you were a child. Although you can't recall all of its details, the theme of the illustration is a perfect fit for an article you're about to publish. You produce a rough sketch for the publication's artist and ask her to provide you with finished art. Have you turned her into a copyright infringer?

2. You started with a copyrighted picture, stored it in your computer's memory, and then began to manipulate it with an image-editing program. By the time you were done, you had flopped it, posterized it, reduced the scale of the foreground figures, stretched and distorted its background, colorized it, and superimposed text on it. It's lovely, but is it legal?

Quiz Answers

1. No. This is a classic example of inspiration, not infringement. You didn't refer to the original when you drew your sketch; instead, you relied on your memory of the original and created your own artwork. The answer would be different if you found the book, propped it up on your desk, and copied it, even with modifications.

2. Technically, no. Despite the changes you've made, your image is a derivative work based on the original, and as such, it's an infringement. That doesn't mean the copyright owner will ever file suit, but in cases like this, it doesn't hurt to ask permission first. ❑

? ? ?

People

Denise PiLank, *PC World's* newly appointed account manager, will be responsible for the magazine's Los Angeles, Utah and Colorado territories. Prior to joining *PC World*, PiLank was eastern regional manager at McGraw-Hill's *Business Week* executive program. PiLank received her B.A. and M.B.A. from Purdue University and trains for marathons in her leisure time.

☐ ☐ ☐

Jim Nash, the newest West Coast correspondent for *Computerworld*, will be focusing on local-area networks. Nash comes to *Computerworld* from Opticom, Inc. where he was an architectural photographer. When not reporting, Nash enjoys windsurfing, fiction writing, traveling, snow and water skiing, and IPA-sanctioned auto racing.

☐ ☐ ☐

IDC's Software Research Group's newly hired special projects manager, **Mark Miller,** will be responsible for the organization, development and timely delivery of all contract items involved with special projects. He acts as the hub for computing technology projects and multiple research teams.

Miller brings a diverse set of quantitive and analytic research credentials to his job. Formerly a university mathematics instructor, Miller has also worked as a free lance writer. At the University of Florida, Miller received his B.A. in Mathematics and Statistics and an M.S. in Applied Mathematics. He went on to earn his M.A. degree in Economics and has completed all course work for his Ph.D. in Economics with specializations in International Economics and Macroeconomic Policy.

He is presently conducting doctoral thesis research on the impact of Europe 1992 on U.S. high-tech industries.

☐ ☐ ☐

D. Johanna Eaves has joined *Digital News* as a sales representative for the Northeast territory. handling postcard sales, list rental and ad page sales. She comes to *Digital News* from PH Advertising, Inc., where she was a sales executive. She received her B.A. in Art from the University of Vermont in 1980 and during off-hours enjoys sailing, skiing, art and weaving.

☐ ☐ ☐

Publish! has hired **Sharon O'Brien** as account manager in charge of advertising sales for the Midwest territory. She attended Indiana University and enjoys cross-country skiing and tutoring in Time, Inc.'s "Time to Read" program. ❑

IDG WORLD UPDATE

EDITOR & PUBLISHER
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MANAGING EDITOR
DEBORAH BUTLER

NEWS EDITOR
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IDG WORLD UPDATE

Volume 20, Number 14 March 12, 1990

IDG/C PETERBOROUGH ACQUIRES *SUNTECH JOURNAL*

Sun Microsystems, Inc., a leading worldwide supplier of network-based distributed computing systems headquartered in Mountain View, Calif., and IDG announced the sale of Sun's *SunTech Journal* to IDG Communications/ Peterborough.

Sun's vice president of marketing Ed Zander said, "We're delighted to have IDG become the publisher of *SunTech Journal.* With IDG's publishing expertise, we feel that the magazine will be able to reach its full potential, rapidly expanding its readership and increasing its frequency."

Roger Murphy, president of IDGC/Peterborough, commented, "As the leader in computer-related publications, IDG is pleased to become the publisher of the No. 1 magazine covering the leader in the workstation market."

The Newspaper for VAX Systems Management

FEBRUARY 5, 1990

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Trade in a Sun for. . ./6

Per-user licensing/31

Retaining personnel/33

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DEC eyes LAT license dilemma

Next DECstations to run at 18 MIPS

Graphics system may use Intel chip

VAXs hone razor's edge

Gillette shaver meets production deadline

Digital readies 2-GByte RA90 upgrade

FLASH SURVEY

When will Macs tie to VAX?

SunTechnology

THE JOURNAL FOR SUN USERS

ARTIFICIAL INTELLIGENCE

A COPERNICAN VIEW OF AI

IMPLEMENTING SUN COMMON LISP

SPE

AI AT GMAC

NETWORK KNOWLEDGE SERVER

WINTER 1989

Digital News welcomes *SunTech Journal*

In announcing the purchase, Murphy appointed computer publishing industry veteran **Jim McBrian** publisher of *SunTech Journal* and **Roger Strukhoff**, editorial director of IDGC/P, editor and associate publisher. *SunTech's* founding editor and publisher Mark Hall will act as a consultant to the magazine.

McBrian said that the most immediate enhancements to the journal will include increases in the frequency to bimonthly and adding new Sun users to the magazine's readership as they enter the market.

That trend is expected to continue as IDG invests in improved editorial and circulation quality and as advertisers in selected IDG publications are offered combined frequency advertising rates with *SunTech Journal.* **Pat Kenealy**, publisher of

CONTINUED ON PAGE 2

...SUNTECH JOURNAL

CONTINUED FROM PAGE 1

IDG's DEC market newspaper, *Digital News*, welcomed *SunTech Journal* to the IDG family and announced that combined *Digital News/SunTech Journal* advertising programs will be available immediately.

SunTech Journal was first published in January 1988 as a quarterly technical magazine serving the growing number of Sun Workstation users. In June 1989, the publication won a coveted Maggie Award from the Magazine Publisher's Association and in October 1989 received its Business Publications Audit approval and membership.

"We intend to continue producing the award-winning publication that readers and advertisers have come to expect," Strukhoff said. "We do, however, recognize the importance of delivering a more complete and independent editorial package for Sun's audience. As a result, we will make changes to expand and improve the magazine over time." ❑

COMPUMENTOR LINKS VOLUNTEERS, NON-PROFITS

The general public has a tendency to view computer literate individuals as technological wizards who are more concerned with solving systems problems than the social problems facing their own communities. For the past three years, an innovative organization called CompuMentor has broken through that stereotype by matching skilled volunteers with more than 300 San Francisco Bay Area non-profit groups in need of computer assistance.

CompuMentor recruits volunteers (computer mentors) who have the specific computer knowledge and communication skills necessary to address a non-profit's informational and organizational needs.

CompuMentor's founder and executive director, Daniel Ben-Horin, recognized the benefits that would result if helpful technical people were connected with social service organizations. "It could only be a win-win situation," he said.

Matched up with resourceful groups battling tough problems like hunger, homelessness and environmental decay, computer mentors are solving straightforward problems like spreadsheet wrinkles and telecommunications tangles.

InfoWorld's circulation director, **Steve Rees**, has played an integral role in CompuMentor's development. Rees had been actively involved in a volunteer program training teachers about curriculum management on Apple II computers and software when Ben-Horin recruited him to be a board member.

Rees' position in the pub-

Remember when computers were going to change the world?

Homelessness. Child abuse. Environmental disaster. Through CompuMentor, people who know how to solve computer problems are matched up with resourceful, exciting organizations working to solve human problems.

In the last two years, we've put computers to work for more than 200 non-profits in the San Francisco Bay Area. Now it's possible for you to replicate this miracle in your own area.

For your free start-up kit, just write or call our director, Daniel Ben-Horin.

Individual and corporate support is also welcome.

Together, we can make sure computers keep their promise.

CompuMentor

(415) 255-6040 385 8th Street, Second Floor, San Francisco, California 94103

...COMPUMENTOR

lishing field made it possible to establish a national outreach project and inform colleagues about this important program. First, Rees worked with an ad agency to create a series of print public service ads (PSA). He then contacted publishers, both inside and outside of the IDG family, and asked for their support by committing to run CompuMentor ads when space was available.

So far, approximately a dozen publishers have been contacted, and not one has declined. Rees hopes that running the ads in computer publications will stimulate individuals to get involved and to establish CompuMentor chapters outside the San Francisco area. The ads are directed to would-be mentors, those volunteer computer consultants who make this project possible.

One of the many ways in which CompuMentor's volunteers have been helpful is by implementing a database at San Francisco's Suicide Prevention Center. Before CompuMentor came on the scene, callers were put on hold while counselors scrambled through card-files bursting with vital emergency information.

Despite everyone's best efforts, retrieved answers were at times six months out-of-date. Now, files are updated daily, and crucial information can be pulled up on screen while counselors maintain telephone contact.

IDG publications that have been supportive of the ad campaign include *InfoWorld*, which has run four ads and *Macworld* and *PC World*, which have each run one. Both *PCResource* and *InCider* have approved the campaign and will be running ads in the near future.

The results from the PSA campaign have been tremendous. Since September 1989, over 200 leads have been established, and discussions have been started with prospective CompuMentor associate chapters in nine cities, including New Orleans, Seattle, and Washington, D.C.

Today, some 400 mentors provide advice on a pro bono basis on everything from designing programs to debugging hardware. From as far as Texas and Tokyo, dozens of hackers who have heard about CompuMentor by word of mouth or via computer networks have expressed interest in becoming mentors.

Anyone interested in becoming a mentor or establishing a chapter in their area should contact CompuMentor at (415) 255-6040. ☐

STRESS SAVING TIPS

Taking a break every hour to do a few stretches can reduce the muscular tension that builds up during prolonged bouts at the computer. The following stretches were selected with the needs of computer users in mind; feel free to add any favorites of your own to this routine.

•Extend and separate the fingers until you feel the stretch; hold for 5 seconds. Relax, then gently bend your fingers for 5 seconds. Repeat 5-10 times.

•In a standing position, slowly raise and lower your arms while turning your head from side to side until you feel a gentle stretch. Repeat 5-10 times.

•To relax the shoulders and upper back, lace your fingers behind your head and pull your shoulder blades toward each other until you feel tension through the upper back. Hold for 5-10 seconds, then relax. Repeat 5-10 times.

•To counteract the effects of leaning forward to stare at the screen, slowly tuck in your chin, hold for 2 seconds and then release. Repeat 10 times.

--Joe Matazonni
Macworld, senior
associate editor

IN AUSTRALIA, APRIL IS TIME FOR *DECISIONS*

Information Decisions, the independent magazine about Hewlett-Packard computing, will be launched in April by IDG Communications Pty Ltd.

Designed as a high-quality, four-color magazine, *Information Decisions* targets senior management in information systems, the majority of whom are not currently users of Hewlett-Packard's wide-range of computers.

The publication will provide news and features coverage of HP computer systems, peripherals and applications, focusing on their broad acceptability through support of Unix and communications leadership.

Managing director of IDG Communications, **Alan Power** said, "*Information Decisions* will create a complementary role alongside our established publications, *Computerworld*, *PC World* and *Macworld*, each of which has a well-defined readership in the same way as *Information Decisions*."

The new magazine, to be published three times in 1990, is the first publication out of the IDG Custom Publishing division managed by Michael Harrison.

"I believe Hewlett-Packard is such a major player in the information systems market that an independent magazine dedicated to it is timely and valuable," he said.

David de Campo, computer systems marketing manager, Hewlett-Packard Australia, said, "*Information Decisions* is a quality publication which will serve as a useful tool for all information technology users who wish to know more about Hewlett-Packard computing." ❑

CHRISTENSEN DISCOVERS HONG KONG

Two remote ends of the IDG world got together on one of the very first days of the 1990s. Staff editor **Mads Christensen** from *Computerworld Danmark* paid a visit to the *Computerworld* Hong Kong offices while in the area to attend a friend's wedding.

Editor-in-chief **Paul Healy** and the editorial staffs of *CW Hong Kong* and *CW South east Asia* gave their Danish colleague a warm welcome. The writers took advantage of the opportunity to exchange notes and ideas on computer news coverage in their two countries.

(L TO R) STAFF REPORTER SUSIE WELDON, ASSISTANT EDITOR CHRIS BROWN, PRODUCTION EDITOR SARAH SHAW, STAFF EDITOR MADS CHRISTENSEN, AND EDITOR-IN-CHIEF PAUL HEALY.

"Over the last months, we have strengthened our coverage of local news and topics, and we believe that we are heading toward an even more dominant role in the computer-related publishing

CONTINUED ON PAGE 5

...HONG KONG

industry in Hong Kong," Healy said.

Healy noted that the British territory is facing severe brain drain and uncertainty about the future due to China's 1997 takeover of Hong Kong. However, he expects that there will still be dynamic business and computer news to cover even after 1997.

"The majority of international companies in Hong Kong have a clear interest in maintaining their businesses in Hong Kong," Healy commented.

Christensen was amazed to discover that while the two countries shared some similarities, more differences were apparent, such as the influence and pace of Hong Kong's business community.

"It has been interesting to experience the many things that our publications and work methods have in common. Meeting colleagues from abroad makes one convinced that there is such a thing as an IDG spirit," he said.

After work, the *CW Hong Kong* editors and their Danish guest wrapped up the day at the reknowned International Press Club. ❑

WORLD UPDATE SEEKS EARTHY NEWS

Ever since the first Earth Day in 1970 focused awareness on our fragile world, people have come to realize that their own participation in the race to protect precious natural resources is as important as government regulations and policies. Although much remains to be done to clean up the environment, many gains have already been made locally and around the world through individual efforts and citizen group activism.

To coincide with the global celebration of Earth Day's 20th anniversary on April 22, the staff at IDG *World Update* is planning an issue that will focus completely on environmental awareness. We would like to know what ideas and/or strategies each company under the IDG umbrella has adopted, or plans to implement, to help preserve the environment. Does your office recycle paper? Do staff members carpool? Is the office equipped with energy saving devices? Who is involved with environmental advocacy groups? Are you participating in any environmental projects in your community? Be as wide-ranging as you wish. Just let us know! Please send information to either Patricia Smith, news editor, or Deborah Butler, managing editor, IDG World Update, 41 West Street, Boston, MA, 02111. Telephone (617) 423-9030. Fax (617) 423-0712. ❑

NEW ADDRESS FOR IDC L.A.

Please be advised that the IDC Los Angeles office has moved. For those of you wishing to contact either Steve Auerbach or Brad Thorpe, they can now be reached at:

IDC Los Angeles
18008 Sky Park Circle
Suite 145
Irvine, CA
92714
Tel: (714) 250-1960
Fax: (714) 250-4881

Please be sure to change your records accordingly.

Christine Kovacs-Abosbitan has joined IDC Washington as executive assistant. She is responsible for client invoicing, maintaining a customer data base and secretarial support for the operations department. Kovacs-Abosbitan attended Everett College in Virginia where she received a B.A. in Business Administration and Equestrian Studies. In her spare time she teaches aerobics and horseback riding.

□ □ □

The IDG Conference Management Group recently welcomed two new members to its staff. **Deborah Paul** has been hired as marketing assistant, responsible for assisting the marketing communications manager in all areas of promotion for the various trade shows. Paul comes to CMG with over seven years experience including her most recent position as marketing assistant for Baker & Lander Insurance Agency in Newton, Mass. Paul attended Massachusetts Bay Community College and enjoys skiing, bicycle riding and aerobics in her spare time.

□ □ □

Letitia (Tisha) **Clementi** has been hired as administrative assistant, responsible for market research, preparation of financial reports and handling international correspondence. Clementi comes to CMG with over 10 years of office experience, including her most recent position as department clerk at Hydro-Aire in Burbank, Calif. She received a B.S. in Mass Communications from Emerson College and has two years of business management training from Bentley College. In her spare time she enjoys skiing, dancing and reading.

□ □ □

Network World announced the appointment of **Anniqua Rana** to the position of sales assistant. Rana will be working part-time assisting the sales department with typing, answering phones for customers and other sales office duties. She will be working closely with **Lonnie Forbes**, who has been promoted to office manager.

Rana recently moved from California with her husband. She has an M.A. in English and previously taught English and English Literature in Pakistan. Eventually she would like to develop a career in technical writing.

□ □ □

Federal Computer Week has hired **Jennifer Richardson** as a reporter responsible for the state department, the labor department, Housing and Urban Development and financial management issues. □

IDG WORLD UPDATE

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Managing Editor
Deborah Butler

News Editor
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Editorial Director
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IDG World Update is published weekly for the employees of International Data Group. **Update encourages participation from employees.** Please address all correspondence to: *IDG World Update,* International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: 617 423-9030; Fax: 617 423-0712; Ontyme mailbox: IDGHQ.D/Butler.

IDG
WORLD
UPDATE
Volume 20, Number 13
March 5, 1990

A PASSAGE TO INDIA

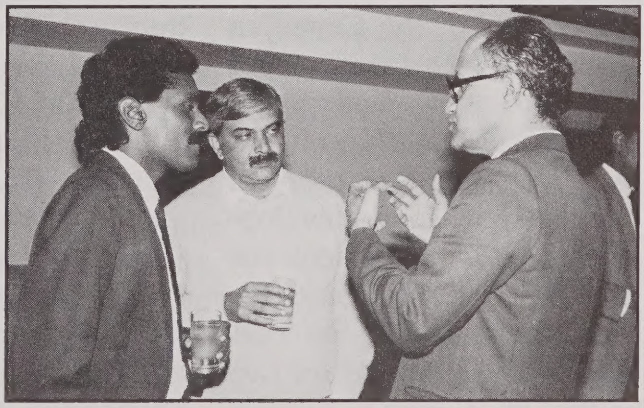
DAVID HILL, PRESIDENT OF THE INTERNATIONAL NEWS GROUP, AT PRESS CONFERENCE IN INDIA

IDG's publishing partner in India, *Computers & Communications* (C&C), recently sponsored a press tour of India to promote its links with IDG. The evening-long events, consisting of a press conference, cocktails and buffet dinner, were held in New Delhi, Bangalore and Bombay.

Michael Sales, director of development for Media Transasia, the parent company of C&C, welcomed guests and gave a brief history of *Computers & Communications*. **David Hill**, president of IDG's International News Group, gave a slide presentation on IDG and its relationship with C&C. After the formal presentation, Hill and C&C Editor **Murli Menon** answered questions about the working relationship between the two firms.

Indian computer industry leaders expressed their enthusiasm about the tieup and particularly about C&C's new role as a supplier of news to the IDG News Service. The Indian industry is actively seeking export opportunities, particularly in the software field. Indian industry leaders recognized that by working with C&C in India, news of their companies will be carried worldwide by the IDG News Service.

Holding the press conferences in different cities allowed C&C and IDG to carry their message to three distinct segments of the Indian market. The New Delhi session attracted government officials as well as those of companies based in that city. Bangalore has become the Silicon Valley of India, and that session attracted many computer industry figures. Bombay is the business center of India, and prominent members of that community as well as the business media attended the press conference there. ☐

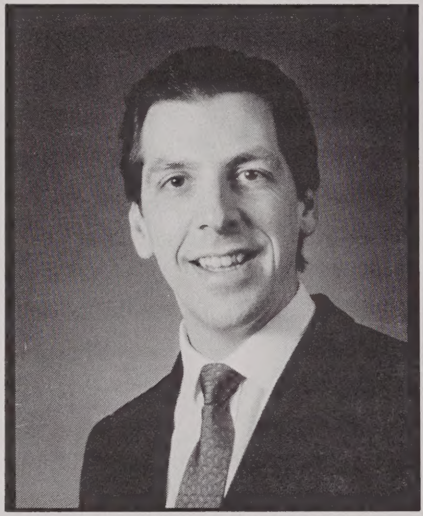


DR. N. SESHAGIRI, ADDITIONAL SECRETARY, INDIAN DEPARTMENT OF ELECTRONICS (R), SPEAKS WITH C&C EDITOR MURLI MENON (L) AND ARUN DANG OF HCL LIMITED, DURING A JOINT C& C/IDG PRESS CONFERENCE AND SOCIAL HOUR IN NEW DEHLI.

TORONTO TO HOST MACWORLD EXPO

MACWORLD Expo, the original Macintosh computer show and the largest exposition devoted to Macintosh-related products and services, makes its Canadian debut October 23-25, in Toronto at the Better Living Center.

The exposition will bring together the largest number of Mac users, suppliers and developers ever assembled in Canada. Hundreds of exhibitors from Canada, the United States and overseas are expected to demonstrate the latest innovations and technologies available for the Mac. In addition, world-renowned experts will participate in a three-day Mac conference.


ROLAND KLASSEN

"The establishment of a Canadian MACWORLD will prove to the world the coming of age of the Canadian market," emphasized **Roland Klassen**, show manager of MACWORLD Expo/Canada. "Canada is a hotbed of Mac activity and development. It is no coincidence that Apple Canada, Inc. has been Subsidiary of the Year for Apple Computer for two years in a row," Klassen added.

"Canadians have been attending U.S. MACWORLD Expos since 1985. Now we are bringing the technology to them. For three days, beginners and experts alike will be able to find more Mac-related information in Toronto than anywhere else in the world," Klassen said. The show is also expected to attract users from the northeast and midwest United States.

Other MACWORD shows will be held in San Francisco April 11 - 13, in Boston August 9 - 11, and in the U.K., Singapore, Japan and Australia. MACWORLD Expo/Canada is sponsored by *Macworld* and managed by Laurentian Technomedia, Inc. in conjunction with Mitch Hall Associates. ❑

NMS '90 TO FEATURE WAN AND LAN

The third annual Network Management Solutions conference (NMS '90), to be held April 10-12 at the Anaheim Hilton and Towers in Anaheim, Calif., will enable users and industry leaders to discuss ways to improve the control and management of wide-area and local-area networks.

Forty industry executives will participate in NMS '90 workshops and more than 14 leading manufacturers of communications technology will be on hand to demonstrate their latest network management product offerings.

NMS '90 will feature five tutorials and more than 20 technical conference sessions. Wide-area network (WAN) management topics to be discussed include Trends in Network Management, OSI Network Management, Integrated Network Management, What's New in Network Design/Optimization Tools, Automated Network Management, Carrier Supplied Network Management Tools, Artificial Intelligence in Network Management, and Pros and

CONTINUED ON PAGE 4

IDG/C PETERBOROUGH TO MARKET NEWSSTAND EXPERTISE

International publications take note: IDG/C Peterborough's single-copy sales department will soon offer itself as a service bureau for IDG publications based outside the U.S.

"We're very excited about the prospect of helping these IDG publications get on the newsstands in new markets," said **Linda Ruth**, single-copy sales director at IDG/C Peterborough. Ruth said the idea for the project originated with **Jerry Kemmet**, executive director of single-copy sales, who has extensive experience in international publishing and distribution.

According to **Frank Cutitta**, president of International Marketing Services, this type of voluntary collaboration in the singl- copy sales area is a new venture for IDG.

"We receive a lot of calls from U.S. vendors who are interested in foreign subscriptions," Cutitta said. "As markets become more global, the desire to read international publications locally is increasing dramatically. This project reinforces the very specific local coverage that IDG provides, in contrast to the broad-brush approach used by other publishers."

Ideally, IDG/C Peterborough's single copy sales department would like to assist publishers' efforts to increase their newsstand sales both in the U.S. and in countries outside their current publishing base.

> *"As markets become more global, the desire to read international publications locally is increasing dramatically."*
>
> --F. Cutitta

The department can offer a wide range of services to meet a publisher's needs, no matter how large or small. It currently offers trend line reports, database functions, and a variety of ways to put information together. Peterborough can also negotiate on the publishers' behalf with an international distributor to help them access services such as billing, labels, galley control and allotment adjustments.

While IDG/C Peterborough and the international publications both stand to benefit from the increased visibility, the international publications can realize many other advantages beyond exposure to foreign markets. Publishers can gain additional revenue by selling to a previously untapped market. They can capitalize on Peterborough's connections with distributors to gain favorable contract agreements including payment terms, discounts and lower brokerage fees. Publishers will also be able to cut costs by consolidating shipping where appropriate.

Peterborough's single-copy sales staff plans to contact the international publications in the next few weeks, initially targeting Spanish-language products, to describe the services for interested managers. ☐

EXECS TALK CENTS AND STRATEGY

ROUGHLY 350 EXECUTIVES ATTENDED FIRST CIO CONFERENCE

CIO launched its first conference, "Information Strategies and the Bottom Line," for information executives at the Ritz-Carlton Hotel in Laguna Niguel, Calif., Feb. 4-6. Roughly 350 executives attended the sessions and rated it a triumph.

The conference program featured presentations by noted industry executives such as Andrew Grove, chairman and CEO of Intel, Malcolm S. Forbes, Jr., president of *Forbes* magazine, and John Imlay, chairman and CEO of Management Science America.

Chief information officers also participated as panelists on plenary sessions chaired by Raymond Lane, senior vice president of the Information Systems Group at Booz Allen & Hamilton. These sessions discussed many of the findings of a new Booz Allen study on CEO's attitudes toward information technology. Rounding out the program, executives had a choice of several breakout sessions offering a diversity of topics from centralization vs. decentralization to return on investment measures, electronic data interchange and privacy issues.

The conference had plenty of light moments as well. Participants journeyed to Knotts Berry Farm where they took over the park and enjoyed a barbecue, clog dancers, a honky-tonk vaudeville act, and the park's amusement rides.

ATTENDEES AWAIT STAGE COACH HOME

The confab was the first of a four-part series planned by *CIO* for this year. ❑

NMS '90 ...

CONTINUED FROM PAGE 2

Cons: Turning the Network Management Responsibility Over to a Carrier or Systems Integrator.

Topics in local-area network (LAN) management include LAN Management Standards, LAN Design and Optimization Tools, Integrating LAN Management with WAN Management Tools, LAN Management Assessment, Mega-Multi LAN Management and LAN Management in the OS/2 Environment.

"The conferences and tutorials will help WAN and LAN managers gain a better understanding of how to maintain control of their networks and examine new technologies that will help them keep their networks running smoothly," explained **David Bradway**, manager of Conference Planning and Development for IDG Conference Management Group, the conference producer.

In addition, the program will feature panel discussions by users about their experiences using SNA, OSI, LAN and DECnet network management products and services. ❑

Confidential

IDG Chairman's Report

First Quarter

Fiscal Year 1990

IDG CHAIRMAN'S REPORT
FOR FIRST QUARTER OF FISCAL YEAR 1990

To Our Shareholders and Employees:

During the first quarter of Fiscal Year 1990, covering the period of October - December, 1989, IDG's worldwide consolidated revenues reached $102 million, an 18% growth compared to the same period last year.

Our pre-tax profit for the first quarter was $10.2 million, a 14% increase from the same period a year ago.

Our after-tax profit for the first quarter was $5.6 million, a 3% increase from the same period a year ago. A higher provision for taxes due to a higher percentage of our profits coming from overseas operations is the reason for the lower increase in after-tax profits compared to pre-tax profits.

Our after-tax margin for the first quarter was 5.5%, compared to the 3.7% after-tax margin achieved during Fiscal Year 1989; therefore, we are making encouraging progress towards our corporate target of a 10% after-tax profit level.

Congratulations to the following business units of IDG which have increased their profitability during the first quarter of Fiscal Year 1990 compared to the same period a year ago:

Asia Computerworld Communications Ltd., Hong Kong
CW Communications S/A, Argentina
CW Communications S/A, Spain
CW Publishing
Digital News
Federal Computer Week
IDC Asia
IDC Australia
IDC Canada
IDC Corporate Services (US)
IDC European Research Center
IDC Financial Services
IDC Germany
IDC Japan
IDC Technical Services Group (US)
IDG Communications Pty. Ltd., Australia
IDG Danmark A/S, Denmark
IDG Communications S.A., France
IDG Communications Germany
IDG Communications BV, Netherlands
IDG Communicaciones C.A., Venezuela
Industry Publishing
InfoWorld
Macworld
Network World

We can all take pride in the fine achievements that IDG companies are making around the world increasing the quality of their products and increasing the excellence of their services. This is reflected by the high scores we are getting in our customer and reader evaluation surveys.

We can also be proud of the fine progress we are making in outpacing our competition, increasing our market share, and improving our overall profitability. I know that with the skills, enthusiasm and determination of the people in the IDG organization, we can make Fiscal Year 1990 our most successful year ever.

With best regards,

Yours cordially,

Patrick J. McGovern
Chairman of the Board

People

Val Landi has been appointed senior vice president/special publications at *Computerworld*, according to *Computerworld* president and publisher **Fritz Landmann**. As director of this new division, Landi will be responsible for developing and marketing new media vehicles for *Computerworld* advertisers.

"Keeping pace with our advertisers' needs in the 1990s is of paramount importance to *Computerworld*," Landmann said. "Val Landi has developed and launched two innovative products — the IDC White Paper Program and *Computerworld Direct* — which help our advertisers reach their markets in new ways."

The IDC White Paper program for single advertising sponsors is designed to analyze and showcase key information technology industry issues. The papers are researched and written by top IDC analysts and distributed to subscribers of *Computerworld* and other publications on sponsors' media schedules. Data General, AT&T, NCR, Unisys, Hitachi and Pick Systems have already committed to sponsoring White Papers.

Computerworld Direct takes the power of direct mail and applies it to publishing. Single advertising sponsors opt to create either an eight-page media based on articles from the 1989-1990 *Computerworld* editorial menu or an editorial white paper edited by the *Computerworld Direct* staff. The *Computerworld Direct* program allows sponsors to market their messages to a more selective target audience at an equitable cost per inquiry.

Landi joined *Computerworld* three years ago as vice president and associate publisher. He previously held the title of senior vice president/associate publisher. In the publishing field for the past 15 years, Landi is a resident of Weston, Mass., and received his B.A. in English from Northern Michigan University. He has done graduate work at Oxford University and Harvard University.

Kevin Harold was recently appointed senior vice president/national sales director at *Computerworld*. Harold previously served as vice president of business development.

"Kevin Harold will have responsibility for all run-of-paper sales and marketing operations," said **Fritz Landmann**, president and publisher of *Computerworld*. "This advancement follows Harold's outstanding *Computerworld* sales record and equally strong management performance in directing *Computerworld's* marketing operations. His thorough understanding of all aspects of the publishing enterprise — from advertising to editorial to circulation — makes him an especially valuable asset to *Computerworld*."

Harold relocated to *Computerworld* headquarters in Framingham, Mass., in 1989 after two years in Dallas, where he first was district sales manager and then southeast regional sales manager. Prior to *Computerworld*, Harold held a variety of managerial and sales promotions at other publications. Harold received a B.A. in History from the State University of New York at Binghamton. A native of Albertson, N.Y., he lives in Framingham, Mass.

Susan Petrie has been appointed director of financial anaylsis and planning for International Data Group. Petrie will take over the responsibilities of **Kirk Campbell,** who has accepted

CONTINUED ON PAGE 6

People cont'd...

the position of executive vice president of worldwide operations for International Data Corp.

Petrie, a recent recipient of the IDG Corporate STAR award program, has been an integral part of the planning and budget process for the last two years and has prepared the IDG Monthly Financial Consolidation as well as much of the analysis used in evaluating operations and potential acquisitions.

Frank Cutitta, president of International Marketing Services (IMS), announced the appointment of **Michela O'Connor Abrams** as Western U.S. director global leadership network *Computerworld* as part of the CW Global Leadership Network program.

Abrams will be responsible for coordination and sales of the international *Computerworld* product line in the western United States.

This new position enables IMS to tap into the tremendous selling skills of Abrams and the *Computerworld* sales force and to re-establish a powerful presence on the West Coast.

Although Abrams will be targeting the international *Computerworld* product line, she will also be reinforcing the overall IDG global presence in other product line segments. She may be reached at:

Michela O'Connor
Abrams
Computerworld
500 Airport Blvd.,
Suite 400
Burlingame, CA
94010, U.S.A.
Tel: (415) 347-0555
Fax: (415) 347-6831
E-mail: CWCI.M/
O'CONNOR

Paul Konstadt has recently joined the burgeoning ranks of *CIO* Magazine. As a senior writer, Konstadt will use his business school background to cover the management perpectives of information technology. Prior to *CIO*, Konstadt was a business writer for *The Lowell Sun*, where he specialized in covering the high tech community. Konstadt lives in Salem with his wife and two children.

There's a new reporter on the scene at *InfoWorld*. **Nico Krohn** is covering hardware news with an emphasis on laptops and laptop peripherals. Formerly with M & T Publishing, Redwood City, Calif., Krohn was responsible for copy editing and proofreading three monthly computer magazines. Accustomed to driving 84 miles each way to work while living in Canada, Krohn reportedly enjoys his 29.75-mile ride to *InfoWorld's* offices.

IDG
WORLD
UPDATE

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NEWS EDITOR
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EDITORIAL DIRECTOR
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IDG
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UPDATE
Volume 20, Number 12
February 26, 1990

CN '90 Biggest Show in History

Communication Networks 90, IDG Conference Management Group's (CMG) largest annual event, held recently in Washington, DC, was CMG'S most successful show to date and broke several growth records.

Approximately 24,112 people attended CN '90 an increase of 21.7% over the February 1989 show. A total of 480 exhibitors occupying 1,652 booths participated, up 23.7% and 18.7% respectively, making the four-day conference and three-day exposition the leading U.S.-based telecommunications event, according to show organizers. International attendance was up 70% from 1989. In all, 49 countries were represented, a result of CN '90's participation in the U.S. Department of Commerce's Foreign Buyer Program.

This year, CN '90 introduced Fast Notes™, a service that allows conference attendees to request copies of session notes for express delivery to their office. Fast Notes™, developed by IDG CMG, works with a magnetic stripe on the back of the attendee's badge much like a credit card. After a session, attendees can request the notes simply by running their name badge through a special reader in the room. IDG CMG will then package and ship the requests via Federal Express the day after the show.

Over 1,600 attendees placed requests for 11,000 sets of notes. **Bill Sell**, CN '90 show manager, said, "Fast Notes™ worked very well. By producing only the number of packets needed for a session, we have been able to cut operating expenses while provid-

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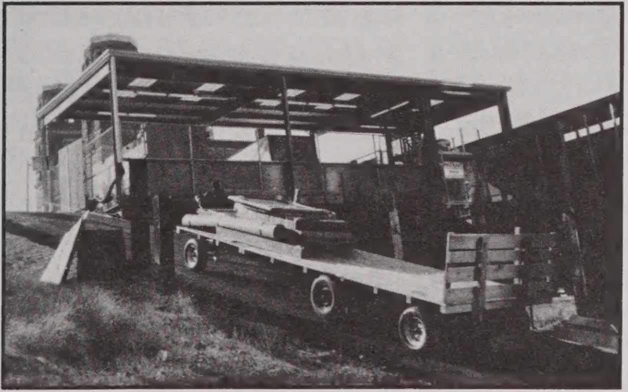


CN '90 overcomes steep driveway. Custom-made trailer was used to move exhibit materials in and out of exhibit halls.

COMMUNICATION NETWORKS CONFERENCE & EXPOSITION
SPECIAL ATTRACTIONS AT COMMUNICATION NETWORKS
Look for These Ribbons Through the Show:
Launching A New Product
Demonstrating ISDN in the ISDN Hall
Participating in the Foreign Buyer Program

CN '90 displayed colorful ribbons on booths featuring new products. Many of these CN ribbons can be seen at other industry trade shows during the year.

...CN '90

CONTINUED FROM PAGE 1

ing attendees with greater customer service. Attendees only receive packets for sessions they request, eliminating waste and clutter. The full IDG CMG staff joined in a Fast Notes™ party the day after show closing to prepare the packets for mailing."

During the show, Communications Networks '90 overcame a hurdle in exposition logistics. Two exhibit halls in the Ramada Renaissance Techworld hotel lacked proper loading dock facilities. IDG CMG's general contractor in Washington, Arata Expositions, Inc., developed a unique flatbed trailer pulled by a tow truck to expedite moving exhibit materials in and out of the halls. The trailer was lowered and raised along a 49-degree incline several dozen times, cutting move-in and move-out times almost in half. Many other event producers with shows scheduled for the Ramada Renaissance hotel watched and took notes for their show logistics plans.

Firms exhibiting at CN '90 were able to rebook their exhibit space for next year's show on site, resulting in a booking of 92% of the available space for the CN '91 show. ❑

PUBLICATIONS CZAR TRAVELS TO FINLAND

MCGOVERN CONTINUES TO SPREAD COMPUTER INFORMATION

Chairman **Pat McGovern's** recent visit to Helsinki, Finland, spurred three major newspapers to run articles discussing the role of IDG in their homeland and raised the possibility of yet another IDG publication. Each article featured background on the highly publicized launches IDG has made over the last few years in Eastern bloc countries and the continuing reach of information technology to this largely untapped and vast arena.

In Finland, IDG owns a share of Oy Talentum's Ab, which publishes *Mikro-PC* magazine and supplies the bulk of foreign news to *Tietoviikko* of the same group. They both use news from the IDG News Service. The papers receive and feed news into the 24-hour a day international information network.

The chief executive officer of Talentum, Timo Saini, is convinced that the cooperation of Talentum and IDG will increase in the future and the companies will find new avenues of business.

In *Tekniikka & Talous*, it was reported that McGovern estimates the number of computer users worldwide will jump to 2.4 billion by 2000. In 1985, there were 50 million users. By 1992, the number of users of information technology will have reached 350 million. As European integration accelerates, McGovern believes, "The European market will grow rapidly during the next three, four years. Economic integration causes companies to merge, and that creates a demand for new information systems."

> *"...the environment is becoming a large issue and the environmental tracking systems will need much more information technology."*

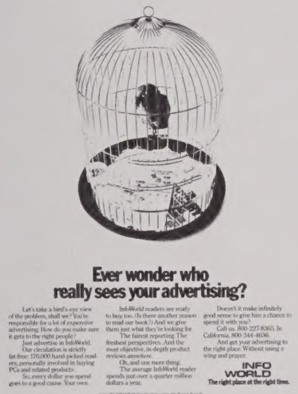
"In addition, the environment is becoming a large issue and the environmental tracking systems will need much more information technology," McGovern said.

Tietoviikko reported that McGovern is still holding strong to his declaration from a few years back. He believes at the turn of the century information technology will be the largest single industry. ❑

AND THE ADDY GOES TO...

The Addy Award, a highly regarded advertising award, voted on by advertising industry leaders, was presented to *InfoWorld* in the western regional division not once, but twice at the awards ceremony held February 2.

InfoWorld's Test Center video won first place in the Audio/Visual Sales Promotion category. The video was created to promote the Test Center's sophisticated in-depth review process.



Ever wonder who really sees your advertising?

Let's take a bird's-eye view of the problem, shall we? You're responsible for a lot of expensive advertising. How do you make sure it gets to the right people?

Just advertise in InfoWorld.

Our circulation is strictly fat-free: 170,000 hand-picked readers, personally involved in buying PCs and related products.

So, every dollar you spend goes to a good cause. Your own.

InfoWorld readers are ready to buy, too. (Is there another reason to read our book?) And we give them just what they're looking for.

The fairest reporting. The freshest perspectives. And the most objective, in-depth product reviews *anywhere*.

Oh, and one more thing.

The average InfoWorld reader spends just over a quarter million dollars a year.

Doesn't it make infinitely good sense to give him a chance to spend it with you?

Call us. 800-227-8365. In California, 800-344-4636.

And get your advertising to the right place. Without using a wing and prayer.

INFO WORLD
The right place at the right time.

The second Addy presented to *InfoWorld* that evening was in recognition of the Bird Cage ad in the Black and White Full-page Trade Publication category. Winners were selected on the basis of originality. As one judge said, "We look for fresh ideas that have brilliant strategy written all over them." *InfoWorld* will go on to compete in the National Addy Awards in June. ☐

Back In The U.S.S.R.

IDG's joint venture in the Soviet Union, which publishes *PC World U.S.S.R.*, will launch *Manager* in March, a bimonthly mailed directly to some 200,000 Soviet government officials and business managers; another 200,000 copies will be sold on the newsstand for approximately $6 each.

Advertising will be sold to Western companies, with a full-page black-and-white rate at roughly $20,000.

In the coming year, the Soviets are expected to double their ownership of IBM compatibles; the official goal is an installed base of 28 million microcomputers by the end of the century. Currently, personal computers are used almost exclusively by companies and organizations, since few private citizens can afford them. A Russian-made IBM PC XT-type machine, without monitor or peripherals, typically costs around 25,000 rubles. An imported PC AT costs around 60,000 rubles. Compare that to a manager's average salary of 475 rubles per month, or Gobachev's official salary of 1,000 rubles a month. ☐

VIEWPOINT RINGS A BELL

In the *Viewpoint* section of *Computerworld's* December 11 issue, features editor **Glenn Rifkin** wrote an article titled, "It's Time to Make Room for Baby." The article highlighted those issues challenging two-parent and single-parent individuals who often find themselves at a disadvantage in the workplace. The article prompted one educated, but jobless, single mother who identified with Rifkin's depiction to respond to the editor and describe her difficulty in finding employment. The woman, Kathleen Koszola, couldn't afford day care for her 18-month son, and so she needed to find work that could be done at home.

It is not often that a trade publication touches its readers on a personal level, but the intensity of this woman's situation lead the employees at *Computerworld* to band together and search out ways that they could offer assistance to the jobless and frustrated woman.

Rifkin approached **Bill Laberis**, editor-in-chief, who suggested they try to send

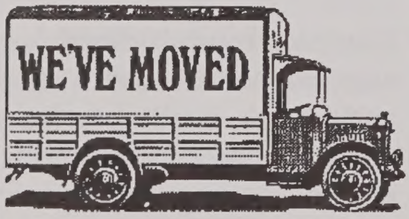
CONTINUED ON PAGE 4

VIEWPOINT...

the woman, literate in many software packages, an available PC and Multimate™. This strategy enlisted **Barry Coughlin,** human resources director and **Frank Wielke,** PC specialist, to facilitate the plan into action.

Within a month, Koszola had a fully formatted PC and software delivered to her door courtesy of CW Publishing.

Koszola was truly ecstatic upon the receipt of the computer. She landed a part-time position as a night auditor at a local hotel and believes the PC will help her return to the work that she has been trained to do. ☐



Please make a note in your records that effective immediately, the International News Group will now be located at:

41 West Street
8th floor
Boston, MA 02111
Tel: 617/423-9030
Fax: 617/423-0712

New Employees

The IDG International News Group welcomes **Patricia Smith** aboard as its newly appointed news editor for *IDG World Update,* where she'll assist in both writing and editing. Smith joins IDG from the Secretary of State's Office, where she was the promotion coordinator for the office's Public Affairs Division. Smith organized special events for the office and publicized various programs. She received a B.A. degree in English and American Studies from Colby College in Waterville, Maine. In her spare time, Smith enjoys cooking, all sports, and trying to resurrect her clarinet playing days.

☐ ☐ ☐

Allison Mele joins *Federal Computer Week* as district sales manager. In this position, Mele is responsible for generating and servicing advertising sales for FCW in the mid-Atlantic and South East. Mele attended Dickinson College and received a B.A. degree in international relations. She enjoys cross-country skiing, raquetball and tennis.

☐ ☐ ☐

A new financial controller has joined the team at *Computerworld Spain.* Formerly a senior consultant at Ernst & Whinney, **Alvaro Morenes** has an advanced industrial engineer degree and received his MBA from Arizona State University. ☐

IDG
WORLD
UPDATE

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IDG World Update is published weekly for the employees of International Data Group. **Update encourages participation from employees.** Please address all correspondence to: *IDG World Update,* International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: 617 423-9030; Fax: 617 423-0712; Ontyme mailbox: IDGHQ.D/Butler.

IDG
WORLD
UPDATE

Volume 20, Number 11

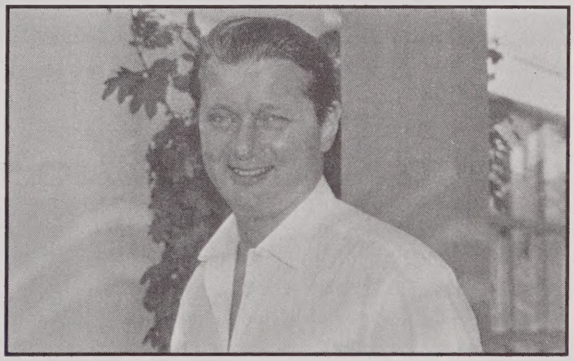
February 19, 1990

CHAIRMAN'S AWARDS FOR IDG/C INTERNATIONAL MANAGERS ANNOUNCED

At the most recent International Manager's meeting held at LaQuinta in Palm Springs, Pat McGovern presented the Annual Chairman's Awards to eight managers in recognition for outstanding and consistent achievement of excellence in a variety of categories. The announcement of the award winners was delayed until the final recipient, Dezso Futasz could be presented his award at the European Managers meeting held in Interlaken this month. The IDG heroes for 1989 were as follows:

1989 ENTREPRENEURS OF THE YEAR

JIM MARTIN



BENGT MARNFELDT

Two awards were presented for entrepreneur of the year. The domestic award was given to **Jim Martin**, president and publisher of *Macworld*.

The international entrepreneur of the year award for 1989 was presented to **Bengt Marnfeldt**, managing director of *CW Sweden*.

CONTINUED ON PAGE 2

GREATEST IMPROVEMENT IN PROFIT MARGIN

Beating out *CIO* and the UK publications by a narrow margin for greatest improvement in profit margin was *Network World*. The award was presented to president and publisher **Gary Beach**.

GARY BEACH

LARGEST PERCENTAGE GAIN IN ADVERTISING REVENUES

STEVE WOIT

Another close race - largest percentage gain in advertising - was won by *Federal Computer Week*, which edged out *PC Resource* and *Computer Sweden*. The award went to **Steve Woit**, president and publisher.

LARGEST GAIN IN SUBSCRIPTION REVENUES

Martin Taylor, managing director and publisher of *Computerworld New Zealand* was the recipient of the award in this category.

MARTIN TAYLOR

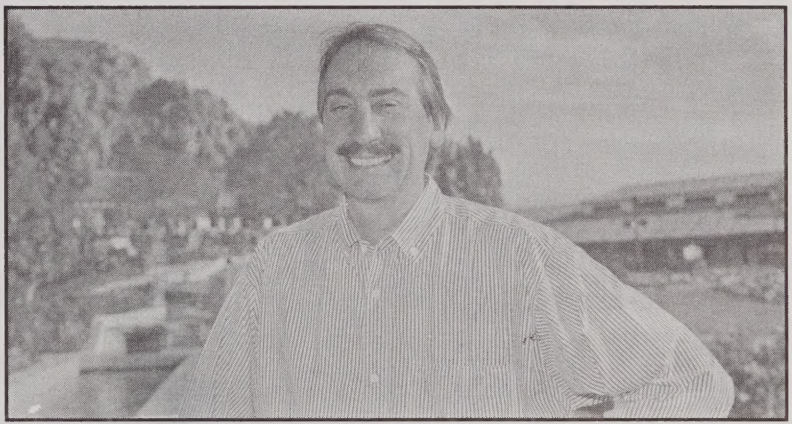
MOST SUCCESSFUL NEW PUBLICATION LAUNCH

JOE LEVY

The award for most successful new publication was given to **Joe Levy**, president and publisher of *CIO*, the magazine for information executives.

1989 CHAIRMAN'S AWARD FOR OVERALL PERFORMANCE

In a line of distinguished recipients, the most prestigious award for overall excellence, was presented to **Gebhard Osterwalder** of CW Switzerland for his consistent success.



GEBHARD OSTERWALDER

LARGEST GAIN IN MARKET SHARE

DESZO FUTASZ

Deszo Futasz, unaware that he was a winner and unable to attend the LaQuinta meeting, received his award at the European managers meeting at Interlaken this month. His award is in recognition of the largest gain in market share for the publication *PC Mikrovilag*.

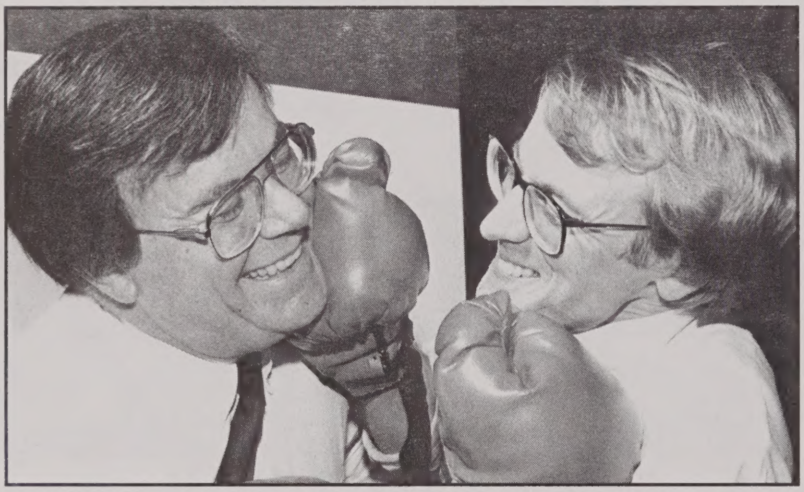
EAST TO COMBAT WEST AT COMPUTER BOWL II

The East Coast computer industry's best and brightest have challenged their West Coast counterparts to unseat them at the second Computer Bowl, hosted by The Computer Museum and underwritten, in part, by The Association for Computing Machinery, April 27, 1990, at the World Trade Center, Boston.

In 1988, the East Coast team emerged victorious from the world's first Computer Bowl, which pitted rivals in the high-tech industry on both coasts in a contest of computer knowledge and trivia . The second Bowl promises to be as fierce rematch.

East Coast Team Captain **Patrick McGovern**, plans to "conquer all sectors and achieve unconditional victory against the West." Comparing his "brilliant war plan" to that of World War II hero General Douglas MacArthur, McGovern claims that the "Micro-forces of the West are no match for the East Coast's full-line capabilities."

"While MacArthur won World War II, his dated tactics will doom McGovern's East Coast to an ignominious defeat," retorts West Coast Team Captain John Doerr, former engineer-inventor, and energetic venture capitalist now partner at the Kleiner Perkins Caufield and Byers venture capital firm. "The only possible area the East could ever win in is trivia, since its obvious innovation and leadership in computing have moved west."


COMPUTER PUBLISHING MAGNATE PATRICK MCGOVERN (LEFT) AND VENTURE CAPITALIST JOHN DOERR (RIGHT) WARMING UP AS ARCH RIVALS FOR THE SECOND COMPUTER BOWL

The award-winning PBS TV series, "Computer Chronicles" will feature the Bowl nationwide in two taped-broadcasts and beam a live satellite feed to the West Coast.

According to Computer Bowl national chair and founder Pat Collins Nelson, The Computer Museum's "commitment to its Computer Bowl Program highlights the critical national importance of computer literacy through educational access and outreach programs for all, regardless of economic or educational status." Nationwide surveys have shown that many of the U.S. students like computers but know little about how to use them creatively, according to Nelson, a founder of Apollo Computer and Fluent Machines, Inc.

In 1988, the Bowl raised more than $450,000 in cash, trade and services and attracted media attention worldwide.

Anyone interested in purchasing tickets, please call (East Coast) 617/426-2800, ext. 346; (West Coast) 415/ 327-4749. ☐

The Computer Bowl

U.S. STRATEGIC PLANNING

AN INVITATION TO ALL IDG EMPLOYEES

This is your chance to participate in the very important process of Strategic Planning for your company.

Every year we select between eight and ten employees at different business units for each of the nine committees that will be charged with the responsibility of thoughtfully preparing major reports on trends in future activities in the areas as listed below.

These committees represent an excellent opportunity for you to be more fully involved with the future of your company. It is also an excellent way to work with colleagues from other business units and to become more familiar with the "inner workings" of IDG.

The committees will be meeting in person, by phone and by e-mail/fax from February until early May when the committee chairperson will present the committees findings to the members of the IDG U.S. Strategic Planning Committee on May 11 and 12. We encourage each and every one of you to sign up and get involved.

THE COMMITTEES ARE:

Open Systems and Standards - Chairperson: **Rich Schreiber**, VP Systems Research, IDC - Tel (508) 872-8200, Fax (508) 935-4015.

What will be the practical implications of the standards war? How do you assess the future of the major operating systems? What factors will be most responsible for the success or failure of the major operating systems? How will open systems be implemented?

Networking - Chairperson: **John Gallant**, Editor-in-Chief, Network World - Tel (508) 875-6400, Fax (508) 879-3167, e-mail box CWCI.J/Gallant.

What will be the impact of networking on information systems? How will be managed in the years to come? What are the organizational consequences of networked offices?

Global Industry Outlook - Chairperson: **Dave Moschella**, Senior VP Worldwide Research, IDC - Tel (508) 875-8200, Fax (508) 935-4015, e-mail box IDC.D/Moschella.

What will the landscape of the computer industry in 1995 look like? Who will be the computer industry's key players in 1995 and beyond? What will the impact on Japan and the United States of Europe 1992? Which markets will be the most profitable and which will be least profitable for the computer industry?

Changing Dynamics of the PC Industry - Chairperson: **Michael Miller**, Editor, InfoWorld - Tel (415) 328-4602, Fax (415) 328-1049, e-mail box IW.M/Miller.

over

What is a PC? What is a computer? Are market segments defined by price, performance or functionality? If the PC market is indeed maturing, then how will that change the PC publishing market vis a vis editorial product, circulation, market segmentation and advertising sales? What is the future of the major PC hardware and future for Dell, Everex, Compaq and other mail order/clone manufacturers?

Information Systems Professionals - Chairperson: **Bill Laberis**, Editor-in-Chief, Computerworld - Tel (508) 879-0700, Fax (508) 875-8931, e-mail box CWCI.B/Laberis.

What is the career path of the IS professional in the decentralized computing environment? What type of person will be considered for entry level jobs in the years to come? And where will those people be recruited? How will the information needs of the IS professional change in the coming years?

Corporate Synergy - Chairperson: **Fritz Landmann**, President, CW Publishing - Tel (508) 879-0700 Fax (508) 875-4934, e-mail box CWCI. F/Landmann.

How can the various business units work together more effectively? What are examples of how synergy has been created within IDG? On what aspects of our business can we benefit from shared knowledge?

Corporate Growth - Chairperson: **Kelly Conlin**, Director Business Development, IDG Headquarters - Tel (508) 875-5000, Fax (508) 875-5981, e-mail box IDGHQ.K/Conlin.

What is the size and scope of the major growth areas for IDG? How can IDG position itself to take advantage of these growth areas? What criteria should IDG employ to evaluate potential growth areas?

Human Resource Planning - Chairperson: **Martha Stephens**, Corporate Director Human Resources, IDG Headquarters - Tel (508) 875-5000, Fax (508) 879-4681, e-mail box IDGHQ.M/Stephens.

How do we identify and retain the best professionals in each of our business units? How do we use contacts and networks of our current employees to find future company leaders? How do we implement effective succession planning?

Alternative Publishing - Chairperson: **Steve Sieck**, VP Electronic Services, LINK Resources - Tel (212) 627-5100, Fax (212) 620-3099, e-mail box LINK.S/Sieck.

How will electronic publishing and other alternative delivery mechanism affect what it means to be a publisher in years to come? What alternative delivery mechanisms will be the most effective? What IDG information sources would benefit from developing such products?

Anyone interested in serving on one of these committees, please call to drop a line to the chairperson of your chosen committee giving your background (which does not have to be associated with the committee you want to serve on) and a simple statement that you are willing to do the extra work to be a productive member of the team. Candidates will be chosen on the basis of getting a fairly even mix of employees from different business units on each committee and the order in which they apply for selection.

The important thing is to get involved and be a part of the strategic planning process for IDG.

Axel Leblois
Vice Chairman, IDG

Human Resources News

NEW POSITIONS THIS WEEK February 19, 1990

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be available describing the responsibilities and qualifications needed.

PROGRAM MANAGER - ACQUISITION MANAGEMENT SERVICE (IDC/WA)

Responsibilities include analyzing acquisition trends, laws, regulations and acquisition practices; writing focused reports on topics relevant to client base interests; providing specific assistance to individual client needs. Position requires a degree and ten years experience working in the federal acquisition environment, preferably as a program manager or technical marketeer as well as strong verbal and writing skills.

DIRECTOR OF MIS (CW)

Major responsibilities are to oversee and manage systems department using such systems as: ATEX, CTEXT MAC network, and all PC's that are located at home and field. Requires a college degree, six years experience, heavy ATEX exposure, and management skills.

ADVERTISING ASSISTANT - RUN & AMIGAWORLD (IDG/P)

Will handle all the administrative duties of Advertising department for approximately two to three months (temporary position). Responsible for telephone coverage, generating insertion orders, contracts and computer reports, maintaining mailing lists, logs of outgoing materials and supplies as well as distributing departmental mail. Requires good office and organizational skills and an excellent telephone manner. Computer experience is a definite plus.

CIRCULATION COORDINATOR P/T (DNP)

Will coordinate subscription fulfillment, promotion and distribution efforts for bi-weekly newspaper, maintain relationships and monitor services of outside vendors, provide information and circulation-related support to sales and marketing, production and editorial staff in addition to other IDG personnel. Will participate in developing circulation department strategies and achieving department goals, assist in budgeting, promotion planning and projects analysis. Requires personal computer literacy, preferably on the MAC, good communication and organizational skills.

RECEPTIONIST (ITI)

Responsibilities will be mainly secretarial with some phone coverage for the overflow from the main switchboard and direct contact with visiting clients and employees. Requires typing skills of at least 45 wpm, some word processing knowledge, and strong communication skills.

VICE PRESIDENT- MARKET DEVELOPMENT (CWPI)

Will report to the Senior Vice President/National Sales director and work closely with the Manager of Marketing Communications and the publisher. Requires direct sales experience preferably at Computerworld, some management/supervisory experience, and a conceptual understanding of marketing.

ADMINISTRATIVE ASSISTANT (CWPI)

Will provide direct administrative support to the Senior Vice President National Sales Director. Requires at least five years experience in a similar capacity preferably in a sales environment.

CLASSIFIED SALES (DNP)

Major responsibilities will be telemarketing and servicing clients for classified advertising. Requires an enjoyment for telephone sales, good communication and organizational skills, and advertising experience is preferred.

ASSISTANT TO THE PRESIDENT/PUBLISHER (MAC)

Will perform administrative and clerical tasks as determined by the President. Will insure the smooth functioning of the office, facilitate and expedite both the incoming and outgoing communications of the office. Requires professionalism, excellent organizational and communication skills, some financial understanding, supervisory skills, and a familiarity with the publishing industry.

Job Opportunities Revised: February 19, 1990

Division	Title	Publication / Location	Contact Manager	Phone
IDG	MIS Director	Framingham, MA	S. Perry	(508)935-4407
CIO	Sales Assistant	Framingham, MA	R. Block	(508)935-4735
ITI	Market Research Associate	Framingham, MA	J. Oteri	(508)872-2700
ITI	Receptionist	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Quickserv Interviewers P/T	Framingham, MA	P. Dean	(508)872-8200
IDC	Research Analyst	Framingham, MA	D. Card	(508)935-4250
IDC	Director,Comm.Cons. Serv.	Framingham, MA	R. Finos	(508)935-4367
IDC	Senior Consultant	Framingham, MA	R. Finos	(508)935-4367

IDC	Director, Industry Mkt.Cons.	Framingham, MA	R. Finos	(508)935-4367
IDC	Account Executive	Framingham, MA	S. Bitterli	(508)935-4348
IDC	Account Executive	Mountain View, CA	J. Reichmuth	(415)961-0500
IDC/F	High-Ends Systems Analyst	Framingham, MA	S. Perry	(508)935-4407
IDC/F	Storage Market Analyst	Framingham, MA	S. Perry	(508)935-4407
IDC/WA	Federal Market Analyst	Washington, DC	R. Stultz	(703)893-0833
IDC/WA	Program Manager-Software	Washington, DC	L. Willets	(703)893-0833
IDC/WA	Program Manager-Acquisit.	Washington, DC	E. Townes	(703)893-0833
CWPI	Senior Writer	Framingham, MA	P. Gillin	(508)879-0700
CWPI	Correspondent	Washington, DC	P. Bartolik	(508)879-0700
CWPI	Director of MIS	Framingham, MA	B. Coughlin	(508)879-0700
CWPI	V.P Market Development	Framingham, MA	K. Harold	(508)879-0700
CWPI	Administrative Assistant	Framingham, MA	K. Harold	(508)879-0700
IDG/P	Senior Editor	*P.C.Resource*,Peterborough,NH	G. Lodge	(603)924-9471
IDG/P	Sr. Manufacturing Manager	*P.C.Resource*,Peterborough,NH	G. Lodge	(603)924-9471
IDG/P	Southern Reg.Sales Manager	*Portable Comp*,Peterborough,NH	G. Lodge	(603)924-9471
IDG/P	Customer Service Rep.	*P.C.Resource*,Peterborough,NH	G. Lodge	(603)924-9471
IDG/P	District Sales Manager	*P.C.Resource*,Peterborough,NH	G. Lodge	(603)924-9471
IFW	PC Test Technicians	*InfoWorld*, Menlo Park, CA	M. Mason	(415)328-4602
IFW	District Sales Manager	*InfoWorld*, Paramus, NJ	M. Mason	(415)328-4602
MAC	Asst. to the President	*Macworld*, San Francisco, CA	J. Martin	(415)243-3271
PCW	Editorial Adm. Assistant	*PCWorld*, San Francisco, CA	G. Vanlue	(415)546-7722
PCW	Cir./Promo. Manager	*PCWorld*, San Francisco, CA	H. Martin	(415)546-7722
PCW	Administrative Assistant	*PC World*, Los Angeles, CA	S. Van Leuven	(415)546-7722
FCW	Reporter	*Fed. Comp*. Falls Church, VA	E. Holmes	(703)876-5100
FCW	Receptionist	*Fed. Comp*. Falls Church, VA	R. Rubin	(703)876-5100
DNP	SW Regional Sales Manager	*Digital News*, Irvine, CA	D. Egan	(617)482-8470
DNP	N.E. Sales Assistant	*Digital News*, Boston, MA	C. Davis	(617)482-8470
DNP	Circulation Coordinator	*Digital News*, Boston, MA	D. Winders	(617)482-8470
DNP	Classified Sales	*Digital News*, Boston, MA	N. Fling	(617)482-8470
NWW	Writer	*Network World*, Wash, DC	A. Taff	(202)347-6184

For more detailed information on these job openings, please contact the Human Resource Department of the respective division:

IDG/IDGCI/WEC/ITI NWW	Susan Perry / Mary Cornetta (508) 875-5000
IDC/IDCW/CIO/FCW DN	Elaine Ouellette / Susan Bitterli (508) 872-8200
CW	Pam Caplin / LuAnn Nightingale (508) 879-0700
IDGC/Peterborough	Gloria Lodge (603) 924-9471
Macworld/Publish!	Shelly Ginenthal (415) 546-7722
PC World	Harriet Holbrook (415) 546-7722
Job Hotline (PCW)	(415) 978-3100
InfoWorld	Marcia Mason (415) 328-4602
Job Hotline (IFW)	(415)328-9610 x621

REMINDERS FROM CORPORATE BENEFITS DEPARTMENT:

IDG PRETAX PROGRAM:

International Data Group is currently offering all eligible employees the opportunity to enroll in the IDG Pretax Program for dependent care expenses. The new plan year for the program begins on March 1, 1990. All employees wishing to **enroll must do so by Tuesday February 20th.**

This is a benefit that allows you to pay for certain qualified expenses with UNTAXED money. Currently, you may have been paying for these expenses with after tax money. This plan allows you to reduce your gross earnings subject to taxes; thus the plan could result in an increase in your take home pay.

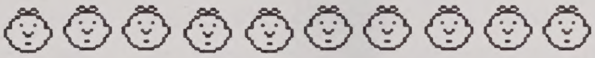
What rules apply to dependent care ?

* Expenses must be incurred to allow you and your spouse (if any) to work unless your spouse is a full time student or disabled.

* Your child must be under age 13 and must be your dependent under Federal Tax Rules. A disabled child over age 13 or a dependent incapable of self-care such as an invalid parent may also be eligible. Please contact your Human Resource department for eligibility requirements.

* Services may be provided inside or outside your home but not by someone who is your dependent for income tax purposes.

If you have any questions or need additional information please contact your division Human Resource Department or the Corporate Benefits Department.



401(K) Plan - The IRS has raised the 1990 limit on pre-tax 401(K) plan contributions as follows:

	1989	1990
$ Limit on 401(K) Contributions	$7,627	$7,979

IDG HEALTH PLAN:

Just a reminder that occupational accidents **must be reported within 48 hours** to your Division Human Resource Department and are covered under Workers Compensation Insurance.

Acquistion Advisory Service Targets Buyers' Needs

In September, *IDG World Update* announced the launch of the IDG affiliated Acquisition Advisory Service under the direction of **Haines Gaffner**, chairman of LINK Resources in New York, an IDG subsidiary. In the interim, Gaffner has been busy talking to numerous prospects and investment bankers and launched three acquisition searches. What follows are some key points Gaffner has learned about his new opportunity.

To many, the acquisition arena is confusing. There are two relevant concepts. First, the role of buyer and seller. Most deal-making activity is helping smaller companies sell to larger companies. Investment bankers emphasize helping sellers. Their focus is on getting the best price for a seller by running an auction. Gaffner's service differs in that it assists buyers. "We help execute the strategic plan, building a long-term relationship. We implement an acquisition search that meets the buyer's criteria, then screen candidates to determine the best targets. At that stage, we undertake intense research of the company and its markets, competition, technologies and financial condition."

Since the primary need for buyers is information and analysis, the resource of an information network has tremendous value. An engagement to acquire a string of companies can last for years. Global assignments are possible when a buyer needs a specific type of company in many countries.

FRONT END AND BACK END OF TRANSACTIONS

An understanding of the second concept of acquisition methodology emphasizes Gaffner's new opportunity for the '90s. The back end involves the financial engineering executed by investment bankers to handle negotiation, deal structuring, valuation and closure. The front end encompasses indentification of candidates, target research, competitive analysis and market forecasts. Investment bankers often do a poor job on the front end because they lack industry specialization.

Recent headlines have highlighted the excesses and errors in judgment made by U.S. bankers in the '80s. Buyers have become cautious in their investment banker relations. The door has opened to fill the front end gap. Suddenly, there is excess capacity to do the back end. There are few firms that can provide the quality front end needed in information technology.

This is the focus of IDG's new acquisition service: helping buyers meet front end needs. Clients pay our research costs, and we share in success fees paid on conclusion of deals. The timing is right. There will be increased acquisition activity in information technology as buyers execute their globalization plans for the '90s. ❑

FOR YOUR RECORDS

In order to update your records, please find the new addresses of IDG World Expo/Europe and IDG World Expo/US where you will be able to reach **Cherif Moujabber, Patrick Dexl** and **Rich Caplan:**

Cherif Moujabber/Patrick Dexl
IDG World Expo
8, Rue de Temara
78100 Saint Germaine-en-Laye
France
Tel: 33 1 39 73 40 42
33 1 39 73 49 79 - Direct line
Fax: 33 1 39 73 49 79

Rich Caplan
IDG World Expo
111 Speen Street
Framingham, MA 01701

MACWORLD TO "SUM-MIT-UP" AT INTERNATIONAL MEETING

President and publisher of Macworld Communications, Inc. **Jim Martin**, announced the company is sponsoring the first Macworld International Summit 1990, scheduled to run April 7-8, prior to Macworld Expo/San Francisco.

The summit is the first independent conference organized for U.S. Macintosh developers to focus exclusively on international issues and will provide resources necessary to successfully enter the global market. Topics to be discussed at the two-day conference include, finding partners and distribution channels, financial and legal issues, after-sales service and logistics. International distributors, top international press, publishers from the Macworld Global Network and Apple's third-party products managers will provide information specific to individual foreign countries.

"International sales of Macintosh computers are predicted to continue growing at a phenomenal rate. We are committed to providing information on the important global market to the developers of Macintosh products. The Macworld International Summit 1990 will offer pertinent marketing advice by experts to developers wanting to enter this lucrative market," Martin said.

The Macworld International Summit 1990 is being produced by GreenTree Associates, an international business consulting firm. Co-sponsors include the Software Publishers Association and The Federation of International Distributors, both non-profit organizations dedicated to industry education and advancement. ☐

IDG EMPLOYEES MAKE GENEROUS DONATION TO AIDS FUNDRAISER

Responding to a one-day fun-raising effort spearheaded by IDG Financial Services' **Tony Membrino**, IDG employees came up with a hefty $600 contribution for the AIDS Action Committee. Thanks to a matching gift of $600 from the IDG Matching Contributions program, Membrino, mid-range market analyst with technology investment strategies, walked into Boston's Hard Rock Cafe during the live trimulcast radiothon sponsored by three major radio stations in Boston, and delivered representing IDG a total contribution of $1,200; the largest single donation made that evening.

The three radio stations, WZLX, WFNX and WCGY, helped raise $90,000 during the radiothon for the AIDS Action Committee, a non-profit organization that lends emotional and financial help to those afflicted with the fatal disease and to patients' family members.

To launch his fundraising appeal, Friday morning Membrino plugged into the 5 Speen Street Voice Mail™ system and recorded a message informing all employees of the benefit and how their contributions could help. Membrino also set up checkpoints throughout the building where employees could leave their donations.

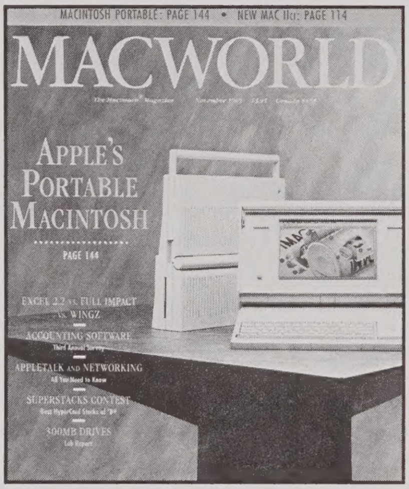
Regardless of the short notice that IDG employees had, Membrino stated, "In what was a hastily put together fun-raiser, I never anticipated collecting so much. I was totally impressed by the way people gave here at work; the donations were true gifts from the heart." ☐

TWO IDG PUBLICATIONS HONORED BY MAGAZINE & BOOKSELLER

NINTENDO • SEGA • ATARI • TURBOGRAFX • GENESIS
GAMEPRO
10 Packed Pages of Tips & Tactics
Blow-out Previews:
Atari's Hot New Hand-Held
Win a Free TurboGrafx!

The Sixth Annual Cover Competition, sponsored by Magazine & Bookseller, honored two IDG publications. *Macworld* magazine won recognition for its November cover featuring the Macintosh Portable. *GamePro,* published by IDG West in Redwood City, Calif., was honored as one of the top five magazines selected from a field of 450 entrants for the best newsstand cover in the computer magazine category.

Covers were judged on the basis of their visual appeal and point-of-sale effectiveness. Magazines were considered in several levels of circulation, special editions, annuals and specific categories such as computer magazines.


MACINTOSH PORTABLE: PAGE 144 • NEW MAC IIci: PAGE 114
MACWORLD
APPLE'S PORTABLE MACINTOSH
PAGE 144
EXCEL 2.2 vs. FULL IMPACT vs. WINGZ
ACCOUNTING SOFTWARE
APPLETALK AND NETWORKING
SUPERSTACKS CONTEST
300MB DRIVES

The winning magazines featuring the best 50 covers of 1989 were honored during an awards ceremony held at the United Nations building in New York in January. *Macworld* magazine was the only Macintosh-specific computer magazine to garner such an award.

DINNEEN APPOINTED PRESIDENT

Effective immediately, **Kathryn Dinneen** has been elevated from vice-president to president of IDG Research Services. The research group provides services to all other corporate units of IDG, including *Computerworld, InfoWorld, Network World* and *Macworld*, as well as to outside clients.

According to **Walter Boyd**, president of IDG, "Research is a critical strategic and competitive tool for success in the publishing marketplace. Kathy's superb skills in researching accurate information on technology issues, as well as on new and existing markets, are invaluable for both the editorial and advertising sides of our publications."

Dinneen has been with IDG for 16 years. When she joined IDG as a researcher, the company's only publication was *Computerworld*, one of five technology industry trade publications in existence at that time. She has been an integral part of the company's growth to its present position as publisher of 140 technology-related publications.

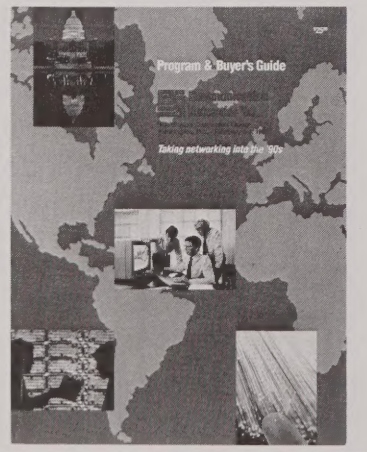
"Our clients, both publishers and their advertisers, increasingly require more comprehensive information and services," said Dinneen. "Our challenge at IDG Research Services is to design and implement methodologies which elicit quality information that provides them with a competitive edge."

COMNET ADDS WEST COAST TO SCHEDULE

Producers of the highly-acclaimed Communication Networks conference and exposition are proud to announce Communication Networks West '91, slated for July 15-18, 1991 at the Moscone Center in San Francisco, Calif.

Bill Leitch, president of IDG Conference Management Group, producers of Communications Networks stated, "Our exhibitors wanted a quality voice, data and telecommunications show with a high-level national audience but sited on the West Coast/Pacific Rim. Our answer is Communication Networks West '91."

The western edition of the annual trade show will provide attendees with a program filled with world-class speakers, new products, and technical demonstrations. ❑



LOCAL LOOP

The generosity of Framingham-area employees in donating gifts to needy children during the 1989 IDG Holiday Party was so overwhelming that the IDG Chairman's Office is sponsoring a food drive to donate canned goods to shelters in the Framingham area.

The drive is being coordinated with Metrowest Harvest, which announced the formation of a non-profit organization to help solve the hunger crisis in the Metrowest area last November. Metrowest Harvest solicits surplus food from restaurants, hotels, supermarkets and area businesses and transports it to shelters and other organizations in need. The drive will take place for one month, from February 15 - March 15, 1990.

Beginning Thursday, February 15, IDG, IDC and CW Publishing receptionists will provide a large box marked "IDG Food Drive" in lobby areas for employees to place their donations in during the month-long event.

For more information on this drive, as well as a guide to selecting donations for this project, please contact the Chairman's Office.

The hunger crisis in the suburban area is a real problem and is one that is growing worse. Your generosity in helping IDG and Metro west Harvest in their effort to relieve hunger is greatly appreciated. ❑

IDG WORLD UPDATE

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IDG
WORLD
UPDATE
Volume 20, Number 10 February 12, 1990

CN '90 Boasts World-Class Conference

For the 12th year running, IDG's Conference Management Group brought together a record breaking 22,000 voice and data communications users and vendors to participate in the latest communications information and technology at Communications Networks '90 in Washington, D.C., February 5-8.

Fifteen in-depth day-long tutorials covered everything from "Integration and Connectivity" to "Regulatory Issues in Telecommunications." More than 80 conference sessions brought attendees up-to-date on subjects such as LANs, network management, high bandwidth transmission, ISDN, standards, security and inter enterprise networking. Over 470 industry-leading exhibitors were present to demonstrate their newest developments in communications products and services.

Selected by the Department of Commerce for the second year in a row to participate in its elite Foreign Buyer program, CN '90 gave attendees access to the entire scope of voice data communications technology.

As part of the CN '90 opening ceremonies on Feb. 5, the *Network World* User Excellence Awards were presented at a reception at the Ramada Renaissance Hotel. The awards were given to honor U.S. companies, universities and government agencies that make innovative use of network technologies and effectively manage networks based on those technologies.

On Wednesday, February 7, FCC Chairman Alfred Sikes delivered his keynote presentation. Sikes discussed his views on communications policy and technology and the role the new administration will take in registration and regulatory issues.

Sikes, appointed Chairman of the FCC by President George Bush in August 1989, previously held the position of Assistant Secretary of Commerce for communications and information and headed the National Telecommunications and Information Administration (NTIA), responsible for the development and presentation of communications and information for the Executive Branch.

Sikes also headed U.S. Telecommunications assistance missions to the People's Republic of China and was responsible for the release of the NTIA Telcom 2000 report, a comprehensive survey of the competitive, legal and regulatory environment surrounding communications, which assesses how developments in that field will affect a broad range of national goals and interests.

Featured for the first time at this year's show was a special demonstration produced by CN '90 and Northern Telecom that al-

CONTINUED ON PAGE 2

...CN '90

lowed attendees the unique opportunity of viewing an actual ISDN switch connecting exhibitors located in the Ramada Renaissance/Techworld.

"With the ISDN satellite hookup we demonstrated one of the more promising technologies on the telecommunications horizons," stated **William Leitch**, president of IDG Conference Management Group. "New applications, such as PC/mainframe connectivity over ISDN, are sure to stimulate more marketplace entries," he noted.

ISDN sessions have been included in CN's technical program since 1985. The 1990 conference program featured a full-day tutorial on ISDN entitled "ISDN: Applications, Implementations and Justifications." Other ISDN conference sessions included "Introduction to ISDN", "Strategic Planning Methodologies for the 1990s," "ISDN: Standards and Connectivity," "Planning for ISDN," "What's New in ISDN" and "What's New in Inter-enterprise Networking."

Dixon Doll, chairman and general partner of Accel Partners, chaired a special keynote session focusing on corporate alliances entitled, "Strategic and Tactical Alliances."

The session began with opening remarks by Doll, followed by a question-and-answer period.

"The session explored why some corporate alliances succeed while many others fail. This is invaluable infomation in an industry where so many companies have undergone mergers as a means of survival," Leitch said.

CN '90 and the U.S. Department of Commerce also sponsored the second annual international teleconference on December 7. This year's theme was "World-class Voice, Data and Telecommunications Products and Technologies." The teleconference was transmitted live to U.S. embassies in South America to promote the U.S. telecommunications industry abroad.

Each embassy invited local businesses and journalists to participate in the one-way video, two-way audio teleconference.

The teleconference, included an hour-long conference transmitted via worldnet, the global satellite television service of the United States Information Agency, based in Washington, D.C.

Bill Sell, vice president at IDG Conference Management Group, reported that the show was "phenomenal!" and great weather was a welcome change for attendees over last year's freeze. ❑

It's All in How You Say It...

As we write *IDG World Update* each week, one of our challenges is to write in clear English understandable to all. We keep in mind those of you for whom English is not your native language. But, last week we were caught by the Australians.

We ran a story about IDG launching its new book company, and the second headline said, "Sacks Appointed President." Of course, the Sacks we meant was **Jonathon Sacks**, formerly the editor of *InfoWorld*. As our Australian colleagues pointed out when they finally stopped laughing, however, to "sack" someone also means to fire or terminate them. So our colleagues Down Under had a good laugh at the idea that IDG had created a new company and then promptly sacked the new president. You may be assured that Sacks was not sacked. He is hard at work setting up his new company offices in Mountain View, Calif. and planning his first book titles. ❑

MACWORLD GETS ITS "HANDS ON" NEW PUBLICATION

Jim Martin, president and publisher of Macworld Communications, announced the company's acquisition of the circulation and other assets of *Macintosh Hands On* magazine, from Mindcraft Publishing. This marks the fourth magazine acquisition in an aggressive marketing strategy that began last year and has included the purchase of *Macintosh Today*, *Macazine* and *Macintosh Business Review.*

"Our commitment to circulation and database development demonstrates our dedication to the Macintosh community." Martin said. "We are making substantial investments at *Macworld* and will continue to grow right along with the market itself." With a total average qualified circulation of 375,000 and a total monthly readership approaching one million, *Macworld* is the world's largest Macintosh magazine.

Macintosh Hands On, published since 1985, was formerly titled *NibbleMac*. The magazine ceased publication with its January 1990 issue. Mike Harvey, publisher of *Macintosh Hands On* explained, "We wanted to have our loyal readers taken care of in the best possible way when we decided to cease publishing *Macintosh Hands On*. I have the highest regard for *Macworld* and its people. I'm sure our readers will be delighted with the editorial content." *Macintosh Hands On* subscribers will receive *Macworld* through the remainder of their subscription and have the option to renew with *Macworld*. ❑

NETWORK WORLD FASTEST GROWING NEWSWEEKLY

Network World announced an ad page growth rate of 26.4 percent in 1989 compared with the same period the year before. This makes *Network World* the fastest-growing newsweekly covering the networking, microcomputer and MIS/DP markets.

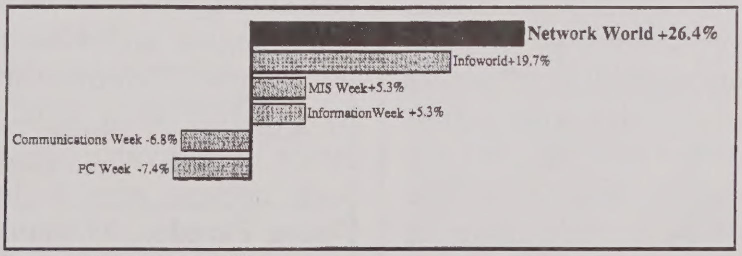
"Enterprise networking is the white-hot center of the information systems market," commented **Gary Beach**, publisher of *Network World*. "Our strong ad page growth last year was the result of vendors endorsing our singular editorial focus on meeting the local and wide-area network information needs of end users. In 1989, more vendors than ever before realized they had to position their products as enterprise network solutions and saw *Network World* as the logical newsweekly in which to display their products."

The 1989 ad growth rate for *Network World* was reported in the TA reports distributed by Communications Trends, Inc., a research firm that tracks MIS, microcomputer and telecommunications advertising and marketing.

The TA and Computer Publishing & Advertising Reports, published in December 1989, indicated that while the publication's ad page growth expanded, the number of ad pages in most

Advertising Page Growth

% Growth
Full Year 1988 vs. Full Year 1989



Source: TA/CPAR Reports-December, 1989

CONTINUED ON PAGE 5

ITI SEEKS LAN ENVIRONMENT

In 1989, we witnessed the crumbling of the Berlin Wall, the fall of the Iron Curtain, and the conversion of ITI's database products from a mainframe to a LAN environment.

All three events were sought by people demanding more freedom. In the former cases, European citizens were dismantling and rebuilding their political machines. With the latter, ITI sought to reap the freedom that flowed from the PC revolution and get closer to its customers. While the political upheavals are far more earthshaking in their significance, the metaphor for a changing organization will be useful and perhaps fun!

PERESTROIKA

As the member of the IDG family entrusted with the development, management and sales of marketing information about installed technology worldwide, ITI relies heavily on computer equipment to create its products and fulfill customer orders. In the early '80s, under its former name of Global Date Resources, ITI's database development and fulfillment systems were run on a leased mainframe.

In 1988, ITI became a separate subsidiary of IDG, and its management mapped out a strategy to become more market-and quality-oriented. A major piece of that strategy recognized that advances in PC hardware and software could be used to realign ITI and its products with its customers.

ITI's database development and analytic systems now run on three Novell LAN, with roughly 45 workstations in the U.S. and four in the U.K. By downsizing its in-house computer systems, ITI was able to shift fulfillment of customer orders to an outside service bureau. As a result, a large fixed expense was reduced by over 70% and now varies with order volume. Even with hiring a LAN administrator, ITI's annual expenses for U.S. Database Development have decreased by an estimated 10% annually.

Most important, these new technologies and relationships allow ITI to offer a quality product with a wider range of delivery options. Such options now include Dbase, Paradox, Macintosh, Mag tape and custom formats. ITI can also deliver via modem. In a recent hybrid example, an order was delivered to a client's Macintosh via modem, and the communications software was used to handle the conversion from IBM format to Apple format.

The impact on customers has been significant. The turnaround time for order fulfillment has been almost halved.

In addition to being fresher, the information ITI now provides is of higher quality. The ITI employees who establish standards for the database use PC-based programs written in Foxbase and Paradox to cleanse and expand the data. This allows ITI to respond to new products and other marketplace developments much faster. The customer gets more timely, and thus more valuable, information.

GLASNOST

The PC opened the databases up to several constituencies. ITI staff started to use Paradox programs to perform their own analysis and quotes for customers.

As ITI staff became more experienced, they discovered and suggested more changes to enhance the product line. When a major change was implemented to one of the databases, the lead time became days instead of the months that had been re-

...ITI SEEKS

one of the databases, the lead time became days instead of the months that had been required in the old mainframe shop.

Many ITI customers started to enjoy similar benefits from the PC revolution. They no longer had to wait for slow, regimented MIS resources to manipulate ITI databases. Typical ITI customers are marketing and sales managers with only a passing knowledge of Lotus 1-2-3 or Dbase III. But that is enough to get valuable marketing leads quickly and cost-effectively from ITI's products.

EAST MEETS WEST - PEACE BREAKS OUT ON ALL FRONTS...

ITI plans to leverage newer technology to enhance service to its customer base. New developments in communications tools appear especially promising in moving ITI toward these goals. Further development of LAN gateways and modem-pooling will enhance customer support by opening up more rapid and flexible access into the databases. ITI already offers clients real-time support of PC programs via modem to help clients maximize the value of the information they have purchased.

ITI plans to use similar technology to bring about better communications with its fulfillment houses. ITI may eventually provide a PC-based bulletin board service to create an idea-sharing environment among the major players.

Creative use of technology allows flextime work schedules for ITI staff. Employees using laptop computers at home or while traveling are now able to communicate and fax between the office and clients using a sophisticated modem called the Worldport. ❑

Installed Technology International
Provides databases and related services to users and vendors of information technology.

...NETWORK WORLD

CONTINUED FROM PAGE 3

other leading microcomputer, MIS and communications newsweeklies dropped substantially.

Network World's ad growth rate was accompanied by a 20 percent increase in the number of people on the editorial staff and the addition of several special sections. These include "International Networks," and a "LAN Test Series" section to provide in-depth evaluation of the latest LAN technologies, and the "Ten Trends Series" to discuss major trends in networking today.

"We're re-investing our growth back into *Network World* to ensure we will have future years of comparable growth increases," Beach said. "The 1990s will be the decade of enterprise networking, and *Network World* is well-positioned to cover this user revolution." ❑

NETWORK WORLD
The Newsweekly of User Networking Strategies
Volume 7, Number 6 An IDG Communications Publication February 5, 1990

ANI users face software challenge

Net managers stay one step ahead of inflation
Survey shows pay varies widely by region, industry

SALARY SURVEY

Northern Tel lays new PBX foundation
Modular, digital Meridian 1 replaces SL-1 and SL-100 families, serves from 30 to 60,000 lines

Users rethink corporate net facilities mix

NETLINK

Distributed application tool pays off for Putnam

NEW TROOPS ON *DIGITAL NEWS* FRONT

In an effort to better serve both its reader and advertiser constituents, *Digital NEWS*, the VAX market's No. 1 bi-weekly newspaper, announced new appointments on both the editorial and sales fronts.

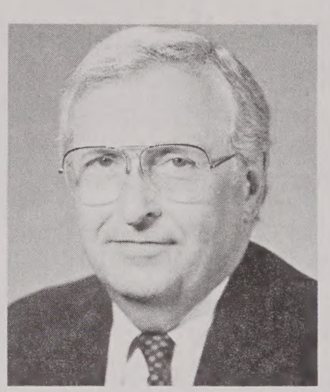
EDITORIAL APPOINTMENTS

Bill Hancock, has joined the staff as networking columnist and advisor on Digital technology. Before joining *Digital NEWS*, Hancock was networking editor at *DEC Professional* magazine.

Elizabeth Heichler, was recently appointed senior editor. According to editor-in-chief Charles Babcock, her appointment was made, "to better serve the growing number of workstation users at VAX sites and to stay abreast of the technology that serves the user needs, especially RISC and software applications."

SALES COVERAGE EXPANDED

Vice president and associate publisher **David Egan** announced several new promotions and appointments all aimed at improving the depth and quality of service for *Digital NEWS'* advertising clients.



RAY CORBIN

Ray Corbin, formerly southeast regional sales manager, has been promoted to national sales director. He will now assume direct management of all field sales operations, traveling extensively to ensure continued high-quality service is offered to *Digital NEWS'* advertisers. Corbin's extensive sales experience in high-technology publishing includes successful assignments with *Computerworld* and *Telecommunications Products & Technology*. He joined *Digital NEWS* in 1986 as a member of the start-up team.

Former southwest regional sales manager **Jonathan Epstein,** has been named western sales manager. In this newly created position, Epstein will oversee sales activity in the Western U.S. through newly appointed Northwest and Southwest regional sales managers. Epstein brings to his new role extensive technology and market knowledge.

Rich Molden will replace Corbin in the role of Southwest sales manager. Molden brings to the position some 15 years of sales and management experience, including assignments with *Business Computer Systems* and *Mini-Micro Systems* magazines. Corbin joins *Digital NEWS* from Cahners Publishing, where he was group vice president for *Computer Technologies*.

A. G. Germano has been appointed as Northwest regional sales manager. Most recently with *DEC Professional* magazine, Germano's previous experience includes sales assignments with *PC Week* and *Computerworld*.

"Across the board, these new appointments offer *Digital NEWS* clients the benefits of specific market knowledge, in-depth sales and marketing experience, and the highest caliber of professionalism," Egan said. "Now more than ever, I believe that our sales team is clearly differentiated by our

...DIGITAL NEWS

knowledge of the VAX market and our experience in addressing the real needs of marketers—which makes us intelligent marketing partners."

Digital NEWS, designed to meet the specific information needs of VAX systems management, is the leading VAX publication, reaching more than 95,000 buyers, dominated by management decision-makers. *Digital NEWS* is the only publication to offer a VAX-specific focus, management orientation and a news-and-analysis editorial profile. During 1989, the publication grew more than 5% in ad page sales, despite an overall decline in the DEC media market by the same percentage. In ad sales market share, *Digital NEWS* grew by more than 11%, to capture a 30% share.

Digital NEWS The Newspaper for VAX Systems Management $3.95 FEBRUARY 5, 1990

UniForum roundup/25,31
Trade in a Sun for. . ./6
Per-user licensing/31
Retaining personnel/33

ANALYSIS
DEC eyes LAT license dilemma

Next DECstations to run at 18 MIPS
Graphics system may use Intel chip

VAXs hone razor's edge
Gillette shaver meets production deadline

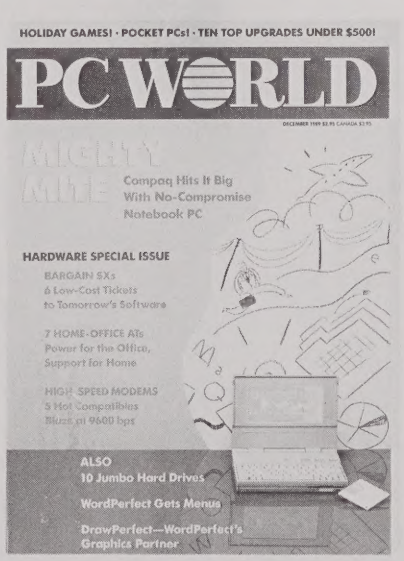
Digital readies 2-GByte RA90 upgrade

FLASH SURVEY
When will Macs tie to VAX?

PC WORLD WINS BEST COVER FOR 1989

PC WORLD

The Washington Software Association's Best Magazine Covers Design award for 1989 was presented to *PC World*. This award is given to the publication deemed to have the best cover over the course of the year. **Claudia Steenberg**, art director for *PC World*, and her staff are saluted!



HOLIDAY GAMES! · POCKET PCs! · TEN TOP UPGRADES UNDER $500!

PC WORLD

DECEMBER 1989 $2.95 CANADA $2.95

MIGHTY MITE
Compaq Hits It Big
With No-Compromise
Notebook PC

HARDWARE SPECIAL ISSUE

BARGAIN SXs
6 Low-Cost Tickets
to Tomorrow's Software

7 HOME-OFFICE ATs
Power for the Office,
Support for Home

HIGH SPEED MODEMS
5 Hot Compatibles
Blaze at 9600 bps

ALSO
10 Jumbo Hard Drives

WordPerfect Gets Menus

DrawPerfect—WordPerfect's
Graphics Partner

WORD DOES WINDOWS! • DOS SURVIVAL GUIDE • ANNUAL INDEX

PC WORLD

JANUARY 1990 $2.95 CANADA $2.95

EISA
IBM'S FOES SET A NEW PC STANDARD

MICRO CHANNEL CLONES
High in Price, Low in Compatibility

LOTUS'S DREAM UPGRADE?
1-2-3 Release 2.2
Meets Release 3

FAST FAX!
6 Top Boards
Race at 9600 bps

TOMORROW'S SOFTWARE TODAY
How Metaphor, Next, NewWave
Are Making PCs Fun Again

NEW EMPLOYEES

Kathryn Bond, newly appointed telemarketing representative for *Publish!*, hails from Young & Rubicam Advertising where she was responsible for the media planner for software publishing. Bond received a Social Science degree in Mass Communications from Uuniversity of California at Berkeley.

PC World is pleased to announce the appointment of **John Grogan** as northeast account manager. John has a strong background in advertising sales that includes time with *PC Tech Journal*, *Computer Dealer*, and *Publish!* Grogan is an avid computer user, enjoys swimming, basketball, baseball and coin collecting.

Patricia Englert has joined *InfoWorld* in the position of online systems specialist. She will publish *InfoWorld* electronically on various information services and archive files for the *InfoWorld Consumer Products Guide.* Englert previously worked at the *Palo Alto Weekly* as an advertising assistant. While there, she was responsible for seeing ads through all phases of the publication process. A graduate of the University of California at Berkeley, Englert enjoys bicycling, cooking, weight training and spending time with friends.

Biff Fairclough, arrived recently at IDG/C Peterborough in the capacity of national mail order advertising manager. At his new post he will be responsible for all direct selling accounts. Fairclough's interests include golf, tennis, skiing, travel, charities and trying to keep up with his 3-1/2- year and 16-month old children.

Macworld Communications, Inc. has brought **Kimberlee Luedee** on board as its new marketing associate for communication management. Luedee is a graduate of Albertus Magnus College where she received her B.A. degree in Communications.

IDG/C Peterborough announced the appointment of **Erik Murphy**, to art director of *PC Resource.* He will be in charge of the creative direction for the publication. Murphy formerly was self-employed in a design studio that was dedicated to typographic excellence and the use of computers in design. A graduate from the School of Visual Arts in New York, Murphy enjoys collecting antiques and books.

IDG
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